SWSOFT
PLESK
SITEBUILDER

Plesk Sitebuilder 4.1 for Windows Wizard User's Guide

Revision 1.0

SWSOFT

Copyright Notice

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Preface

In this section:

About Plesk Sitebuilder

Plesk Sitebuilder consists of two parts: Wizard and Administrator Panel.

With the Sitebuilder Wizard, you can create sites by simply choosing the design preset you like and adding text and images. And then you can add picture galleries, blogs and online stores with a few clicks. You do not need to know any markup or scripting languages to have a site.

The Administrator Panel is a tool for managing and maintaining web sites created in the Wizard.

In this section:

What's New in This Version

Plesk Sitebuilder 4.1 offers you the following new features:

- **Online Status Indicator module**. This module allows you to embed an icon showing your ICQ or Skype status on your site.
- **CAPTCHA for anonymous site visitors**. To prevent automated spam on your site, anonymous users will be required to enter a confirmation code to be able to register on your site, and to post in your blog, forum, or guestbook.
- **WorldPay payment system support.** You can integrate your e-shop with one more payment gateway.
- **Built-in BluePay merchant account registration.** You can register a BluePay merchant account directly from Sitebuilder.
- **Creating nested product categories.** You can create multi-level hierarchy of product categories for more flexible and convenient catalog navigation.
- **Adding colors and options for e-shop products**. You can specify several color options for each product, as well as provide various product options, such as apparel size, the material the product is made out of, the location where the product was made, and much more.
- **Specifying terms of service**. You can specify your terms of service to clarify rights and responsibilities of both sides (displayed to the customers on the checkout page).
- **Inventory support**. You can track the flow of goods as you ship them to customers and refill the stock.
- **E-shop catalog RSS feed**. Site visitors can now subscribe to your online store's RSS feed which enables them to browse the product offerings and check for updates on a regular basis.
- **Google Base submit**. Submitting information about a product catalog to Google Base will make the catalog searchable on Google Product Search, Google Maps and on the main Google web search.

About this Guide

This guide instructs you how to create and publish sites on the Internet using the Sitebuilder Wizard.

This guide covers the following steps of creating and publishing sites:

1 Selecting the type of site (see page 19)

2 Creating site design (see page 20)

3 Creating and editing site structure (see page 29)

4 Creating and editing site content (see page 39)

5 Publishing a site on the Internet (see page 157)

Who Should Read this Guide

The target audience of this guide is regular users of Sitebuilder as well as guests, who are working with Sitebuilder in the guest mode, creating trial sites without publishing them on the Internet.

Typographical Conventions

Before you start using this guide, it is important to understand the documentation conventions used in it.

The following kinds of formatting in the text identify special information.

Formatting convention	Type of Information	Example
Special Bold	Items you must select, such as menu options, command buttons, or items in a list.	Go to the **Content** tab.
	Titles of chapters, sections, and subsections.	Read the **Creating Site Design** chapter.
Italics	Used to emphasize the importance of a point, to introduce a term or to designate a command line placeholder, which is to be replaced with a real name or value.	*Block modules*. These modules do not require dedicated site pages...
`Monospace`	URLs, names of commands, files, and directories.	Go to `http://hostname:port/Wizard`.
CAPITALS	Names of keys on the keyboard.	SHIFT, CTRL, ALT
KEY+KEY	Key combinations for which the user must press and hold down one key and then press another.	CTRL+P, ALT+F4

Feedback

If you have found a mistake in this guide, or if you have suggestions or ideas on how to improve this guide, please send your feedback to userdocs@swsoft.com. Please include in your report the guide's title, chapter and section titles, and the fragment of text in which you have found an error.

CHAPTER 1

Getting Started with Sitebuilder Wizard

This chapter describes your first steps with the Sitebuilder Wizard.

In this chapter:

Overview of Main Steps to Create Site

As a rule, the process of working on a site includes three main stages: planning, implementation, and site updating or maintenance.

Planning: The first and most essential stage in any project is planning. Before starting with Sitebuilder, think about the purpose of your site and its target audience. After this, decide where your site will be stored, or, in Internet terminology, hosted. This stage is beyond the scope of this document. Since Sitebuilder is often provided in a bundle with a web hosting package, we assume that you already have a web space for publishing your site. Then, you create a structure of your future site and prepare its contents, including text and graphics. The planning stage is extremely important because it eventually determines the usefulness of your site.

Implementation: The next stage is the implementation of your site. The five-step Sitebuilder Wizard takes you through the entire process of creating your site, from initial design to publishing and maintenance. The following is an overview of the main steps required to create a site using Sitebuilder:

1. To create a site, open the Sitebuilder Wizard. You can start working with the Wizard anonymously, without supplying login and password.
2. Complete the first four Wizard steps (select a template for your site or choose to create a site from scratch; set up the design of your site; create the site structure; add site contents, including various site modules, and provide extra information for search engines).
3. Go to the **Publish** step and start the publishing process. If you do not have a Sitebuilder account and work with the program in demo mode, the site you create is temporary and cannot be published on the Internet until you register and buy hosting for your site. Once you are done with this, you can log in to Sitebuilder and assign your trial site to your account, thus making it possible to permanently publish your site on the Internet.

Maintenance: When you complete the above steps, your site becomes available for visitors. It is critical to keep your site content fresh because this is a good way to show your attitude to customers and services. Therefore, update your site on a regular basis. All you need to do is to log in to the Sitebuilder, edit the content, and click **Publish**. Sitebuilder will transfer the updated content to your hosting location.

For detailed instructions on what to do on every step of creating your site, see the following chapters.

Logging In to Sitebuilder

The Sitebuilder Wizard access procedure is different for different user roles. Below we describe the login process for site owners and anonymous users. The Sitebuilder administrator and resellers access the Sitebuilder Wizard from their Administrator Panels.

➢ ***To log in to the Sitebuilder Wizard using your site owner account:***

1 Open your Internet browser.

2 Enter the URL you have received from your Sitebuilder provider into the address bar of your browser and press ENTER.

For example, `http://hostname:port/Admin`

3 Enter you user name and password, select the interface language and click **Log in**.

If prior to gaining a Sitebuilder account you have created a trial site in the Sitebuilder Wizard (on the same computer that you are logging in from), you will be prompted to assign the site to your account and thus upgrade it to a regular site. You can skip this step and register your trial site later, but note that it may be deleted by your Sitebuilder provider or automatically destroyed after the expiration date.

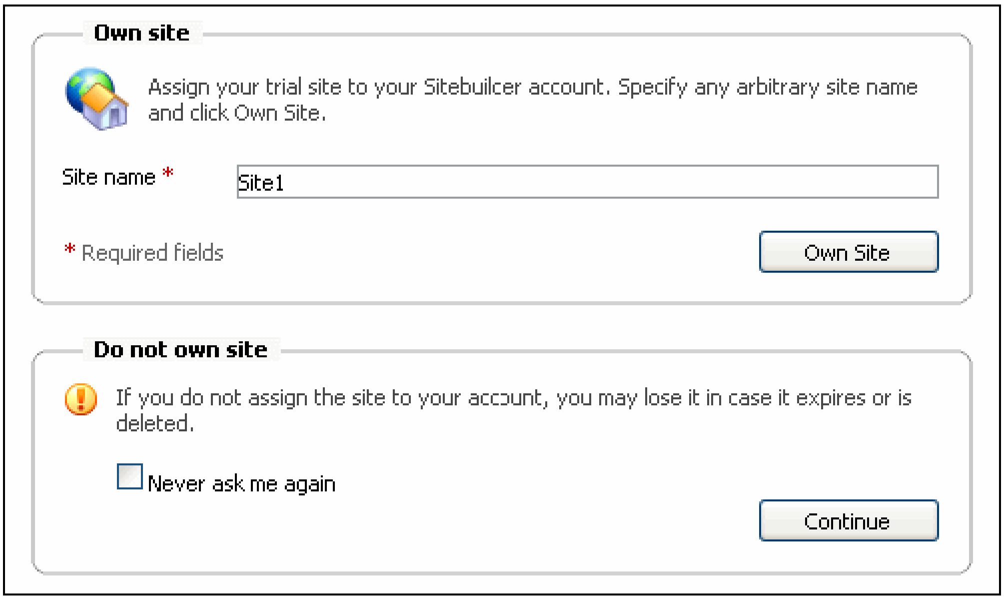


Figure 1: Assigning Your Trial Site to Your Account

4 You can proceed to the Wizard in the following ways:

- Click **Edit your site** on the **Desktop** screen, **Tasks** section.
- Go to `http://hostname:port/Wizard`.
- Click **Go to Sitebuilder Wizard** on the Desktop.

If no site is registered for your account yet, a site with a default name and empty publishing settings will be automatically created and will open in the Wizard.

If your Sitebuilder provider has already registered a site for you, then this site will open in the Wizard (if you have several sites, you can switch between them by using the **Edit site** list on the Wizard's **Overview** page). Another way to open an already existing site in the Wizard is to go to **navigation pane** > **Sites** and click the **Edit site in Wizard** icon opposite the site name.

➢ ***To access the Sitebuilder Wizard as an anonymous user (in demo mode):***

1 Open your Internet browser.

2 Enter the URL to Sitebuilder demo version into the address bar of your browser and press ENTER.

For example, `http://hostname:port/Wizard`

The link may be distributed by a Sitebuilder provider, or obtained otherwise.

3 Select the language of Sitebuilder interface from the **Interface language** list.

The Sitebuilder Wizard opens on the **Overview** page, which provides access to all five steps of the Sitebuilder Wizard.

Learning Sitebuilder Wizard Interface

In Sitebuilder, a site is created in five steps. Each step has its own working and navigation principles, which will be covered in respective sections further in this guide. Here we will outline the general principles of working with the Sitebuilder Wizard interface, and enumerate elements present on all Sitebuilder screens.

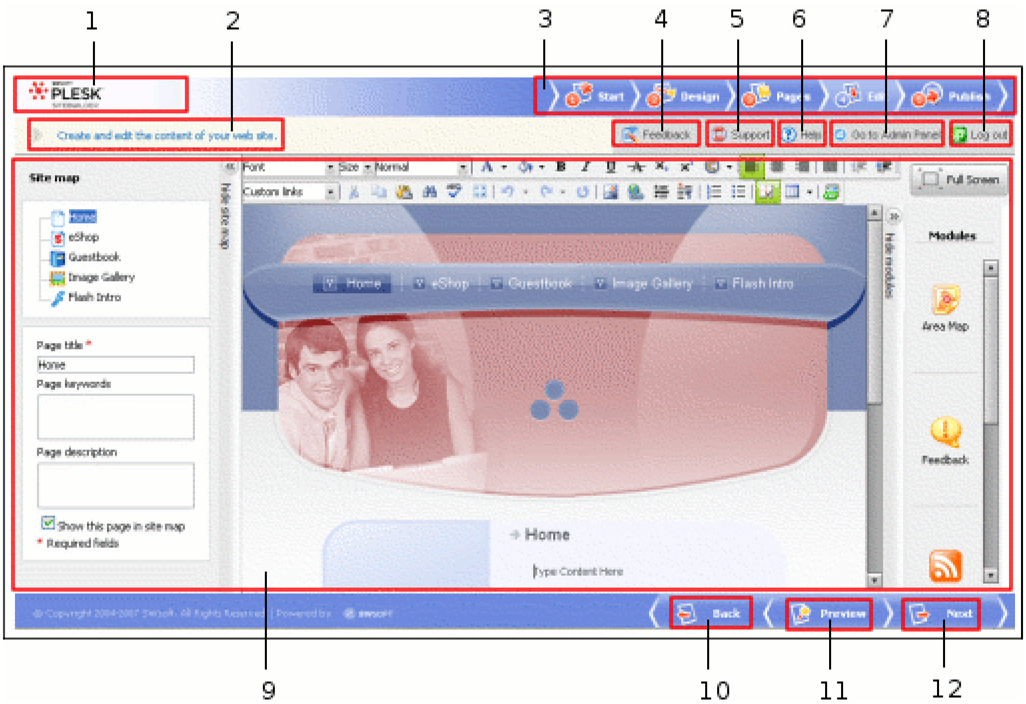


Figure 2: Sitebuilder Wizard Interface

Every Sitebuilder Wizard window contains the following elements:

1 **Logotype image**. The default logotype is a Sitebuilder image linked to the SWsoft official site. This image can be customized by your Sitebuilder provider.

2 **Top help string**, which provides short instructions about the operations you can do on this page and displays the result of your last action.

3 Shortcuts used to switch between the five Sitebuilder **Wizard steps**. The step you are currently on is highlighted in color.

4 **Feedback** button, which enables you to submit your opinion or suggestions on Sitebuilder usability and functionality.

5 **Support** button, which by default, opens Sitebuilder Online Server Support screen on the SWsoft official site, where you can fill in the form to request the help of SWsoft technical support team. This link can be customized by your Sitebuilder provider.

6 **Help** button, which opens the online version of this guide.

7 **Go to Admin Panel** button, which takes you to the Sitebuilder Administrator Panel.

8 **Log out** button, which finishes the current session with the Sitebuilder Wizard.

Note: Buttons **Go to Admin Panel** and **Log out** are not shown to users working in Sitebuilder in demo mode (as anonymous users).

9 **Work area**, which displays the interface options available on the current step.

10 **Back** button, which enables you to get to the previous step of the Wizard (you can also return to another step by selecting the corresponding tab in the top frame area).

11 **Preview** button, which allows you to preview the site at any stage of its creation.

12 **Next** button, which takes you to the next step of creating your site (you can also go to the next step by clicking the required tab in the top frame area).

In this section:

Working with Lists

When setting up page or block modules on the **Edit** step of the Sitebuilder Wizard, you will see lists of various system objects (blog posts, online store orders, etc.).

In such a list, each object record is a table row displaying the object name and the relevant parameters of the object (for example, for each forum topic, the author of the topic, the category the topic belongs to, the date of last the update, and the number of replies to the topic are displayed). Above and below each list, the total number of items contained in the list is displayed. Below the list, you can adjust the number of items to be displayed per page (**10**, **25**, or **100**). In multi-page lists, you can navigate between the pages by clicking the page number shortcuts above and below the list. To go to the first/last page of the list, click **First** or **Last**, accordingly.

In lengthy lists, you can find items using the search function, or sort items by the available parameters. To find an item, type a search criterion into the input box above the list, and click **Search**. The list will show the items matching the search criterion. To return back to viewing all items, click **Show All**.

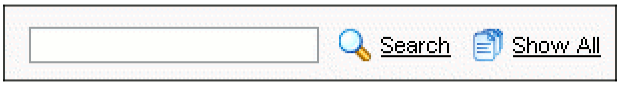


Figure 3: Searching for Objects

To sort list items by a certain parameter in ascending or descending order, click the parameter's title in the column heading. The order of sorting will be indicated by a small triangle displayed next to the parameter's title.

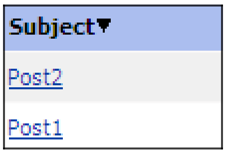


Figure 4: Sorting Objects

In some lists, you can filter items by a number of parameters by selecting one of them from the list (for example, on the **Orders** tab of your **eShop** page, you can filter out orders of certain status: **All**, **New**, **Paid**, **Processed**, **Backorder**, **Cancelled**, **Completed**, **Failed**).

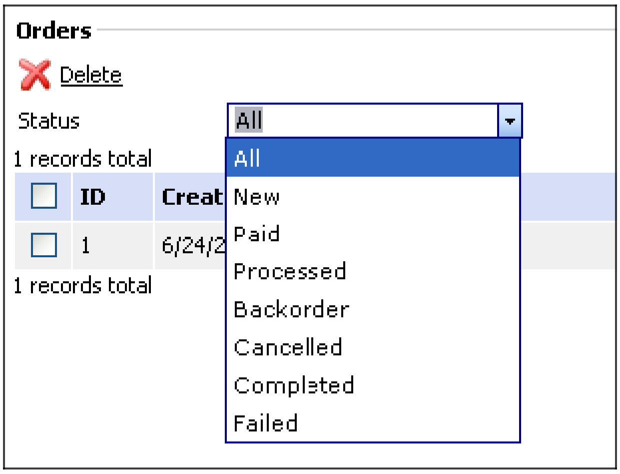


Figure 5: Filtering Objects

Note: All the above described principles also apply to the list of design template categories on the **Design** step of the Sitebuilder Wizard. For information on using these options on the **Design** step, read section **Creating Site Design** (see page 20).

To choose a list object for further operation, select the check box to the left of the object's name.

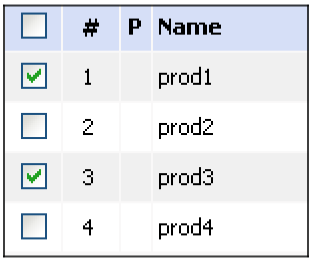


Figure 6: Selecting Particular Objects in a List

To choose all objects in the list, select the check box at the head of the column.

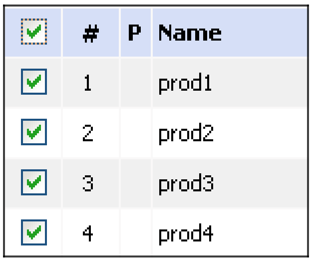


Figure 7: Selecting All List Objects at Once

To perform operations with certain objects in a list, select the required objects and click an operation shortcut above the list (for example, **Remove Selected**).

In the list of guestbook messages, the status of a message is indicated by icon in the **Status** (**S**) column (not archived or archived).

In most lists, individual operation shortcuts are displayed for each item. For example, for each product category on the **Categories** tab on the **eShop** page, there are arrows (and) used to change the order in which the categories are displayed on the site page; and the **Edit** icon used to open the categories in editing mode.

In most lists, you can configure or edit a list object by:

- Clicking the object name, if it is clickable (for example, the post names on the **Content** tab of the **Blog** page)
- Clicking the **Edit** icon for this object in the list (for example, for a product on the **Products** tab of the **eShop** page)

In some lists, you will also see shortcuts to managing the objects' dependent items - such as the **View/Edit Comments** shortcut for each blog post on the **Content** tab of the **Blog** page.

Starting to Work with Sitebuilder Wizard

The **Overview** page provides quick access to and contains short description of each of the five steps required for creating a site in Sitebuilder.

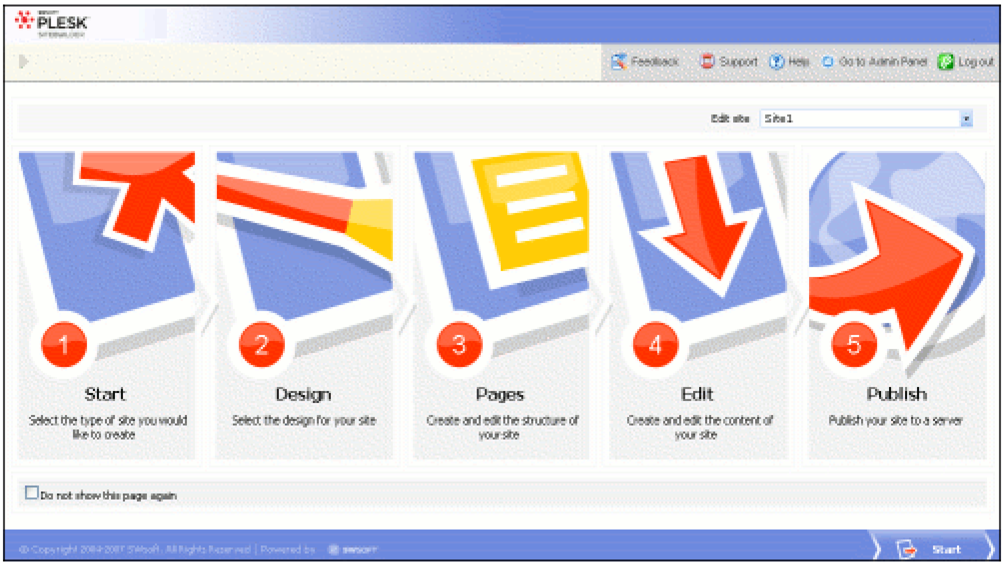


Figure 8: Sitebuilder Wizard Overview Page

The five Sitebuilder Wizard steps are as follows:

1 **Start**. On this step, you choose whether to create a site from scratch or create a site using one of the proposed site templates (site-blog, site-photo gallery, etc.).

2 **Design**. On this step, you configure your site layout, color scheme, menu style, logo and banner, as well as set up text elements appeared at the background of your site, such as title phrase or copyright notice.

3 **Pages**. On this step, you configure the structure of your site and arrange the pages hierarchy in the site map.

4 **Edit**. On this step, you create and edit the content of your site pages.

5 **Publish**. On this step, you publish your site on the Internet.

For anonymous users, on the **Overview** page, the **Interface language** box is displayed allowing to select the language of the Sitebuilder Wizard interface.

To start creating your site, click **Start** at the bottom of the screen.

Getting Help

The Sitebuilder help system has been created to assist you in solving problems you might encounter when creating your site. To find the information you need, you can do the following:

- Use on-screen help.

  It is the easiest and quickest way to get instant help with your immediate tasks. Using help topics will not interrupt your work flow. The **Top help string** contains short instructions on the operations that are available on the current page and displays the result of the last command you have performed on the Sitebuilder page.

- Use FAQ.

  For the fastest way to solve your problems with Sitebuilder, check out the **Sitebuilder FAQ page** (http://faq.swsoft.com), which provides instant access to solutions for a variety of issues. Select the Sitebuilder category and view the list of FAQs related to Sitebuilder.

- Go to online forum.

  If you failed to solve your problem using the FAQs published on SWsoft site, join our **online forum** (http://forum.swsoft.com/). Here, all users can post questions, exchange ideas, and troubleshoot common problems. Note that SWsoft does not provide official support through this forum.

- Contact technical support.

  If you have any problems or questions that are not covered in the user documentation or FAQs, click the **Support** button at the top right of the Sitebuilder window to submit a request to your support representative.

CHAPTER 2

Choosing Type of Created Site

The first step of creating site with Sitebuilder is to choose whether you want to start creating your site from scratch or use one of proposed site templates (the so-called site families). By default, there are two site templates available - blog and image gallery, but the Sitebuilder administrator can extend this list by creating custom site templates and including them in your service plan.

To choose the type of a created site, go to the **Start** step and click the required site family to select it.

The **Start** page looks as follows:

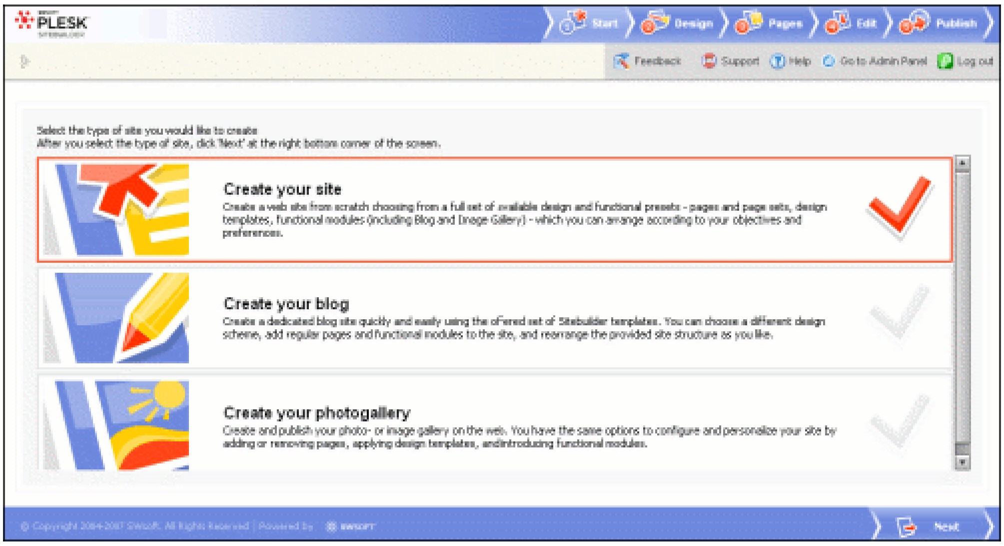


Figure 9: Step 1. Choosing a Site Type

The chosen site family is indicated with the ✓ sign.

Having selected a site family, click **Next** at the bottom of the screen to proceed to configuring the design of your site.

CHAPTER 3

Creating Site Design

In Sitebuilder, you can build the graphic design of your site by combining the provided presets with your custom design elements which you can upload to Sitebuilder. Sitebuilder offers design presets of several types, including: design templates, color schemes, page banners and site menu styles. The custom elements you can upload are the page banner and logo. Besides uploading your own banner and logo, you personalize your site by specifying your own the site title, subtitle and footer message. Below you will find a step-by-step instruction on designing your site in Sitebuilder.

The Sitebuilder **Design** step screen looks as follows.

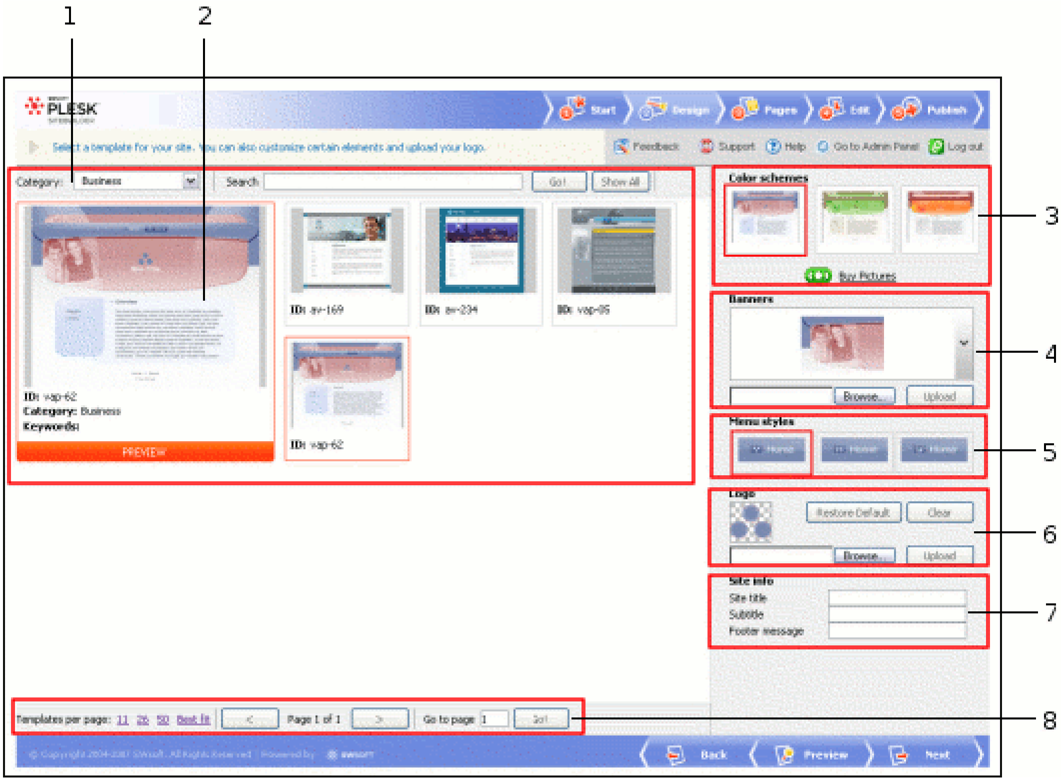


Figure 10: Step2. Creating Site Design

The work area of the screen contains the following elements:

1 **Design template** selection area, which provides the functions facilitating **the choice of a site design template** (see page 22). When you choose to display **All categories**, this area shows all available design templates.

2 **Design template preview** window displaying the currently selected template. Click this window for full-size preview of the template. The chosen design template, color scheme and menu style are shown in red frames in the corresponding areas of the screen.

3 **Color schemes** area, where you can **choose the colors for your site** (see page 23).

4 **Banners** area enabling you to **select or upload a banner for your site** (see page 24).

5 **Menu styles** area, where you can **choose the appearance of the site menu** (see page 25).

6 **Logo** area enabling you to **upload your custom logo** (see page 26).

7 **Site info** area where you can **provide the information to be displayed within the banner and in the footer of your site pages** (see page 27).

8 The design template list navigation area.

Read this chapter to learn how to use these options to create your site design.

In this chapter:

Selecting Design Template

On this step, you choose the general graphic and layout concept of the site page - the site *design template*. For more convenience, design templates are grouped into *categories* - the most frequently encountered site types. Your choice of the design template defines the choice of available color schemes, menu styles and page banners further on this step.

The list of available site design templates is determined by your service plan.

➢ ***To select a design template for your site:***

1 On the **Design** step, select a template category from the **Category** list.

The default design template which goes with the category is displayed in the main design preview window; the alternative ones - in smaller windows beside the main window.

2 Select a design template.

Click the design template you like to select it for your site. The selected template appears in the main design preview window. By selecting a design template you can view the color schemes, menu styles and the page banner which go with it.

To choose a design template on pure aesthetic grounds (not by category), select **All categories** to display all available templates and click the desired one to select it.

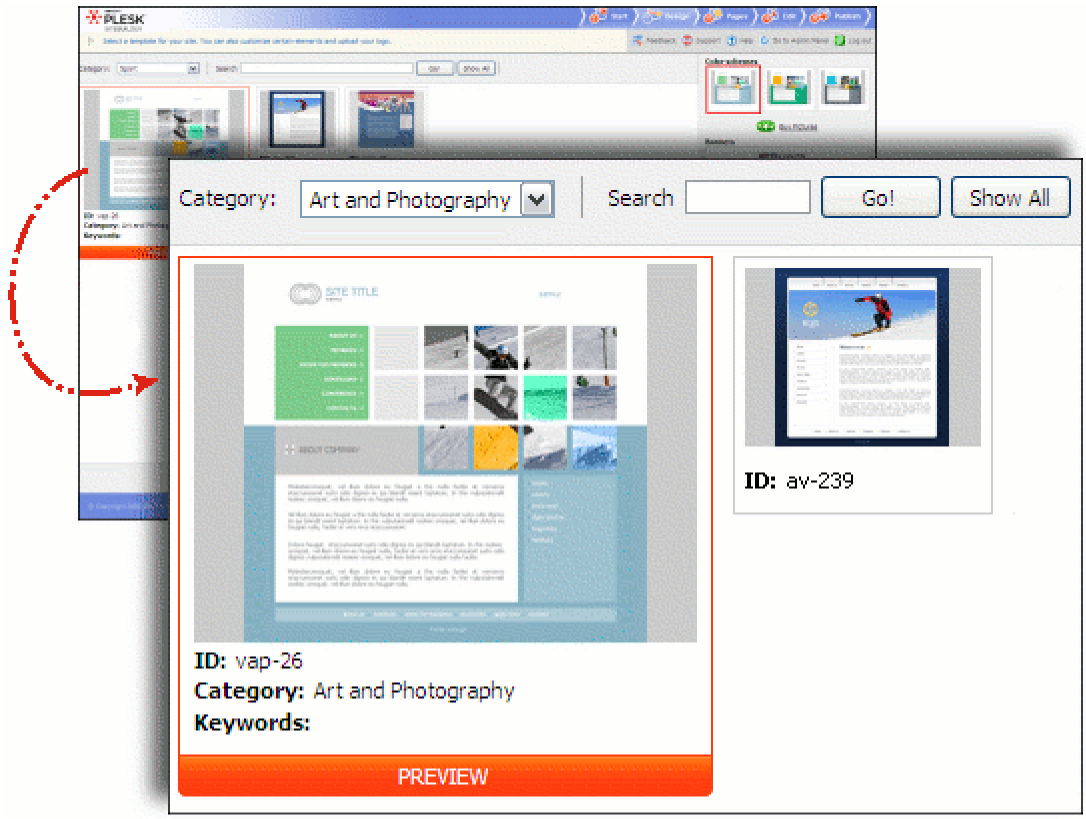


Figure 11: Selecting a Design Template

Selecting Color Scheme

For each design template, three color schemes are available. No custom color schemes can be uploaded to Sitebuilder.

To select a color scheme for your site, on the **Design** step, in the **Color schemes** area, select the color scheme you like. The selected color scheme is outlined with a red frame.

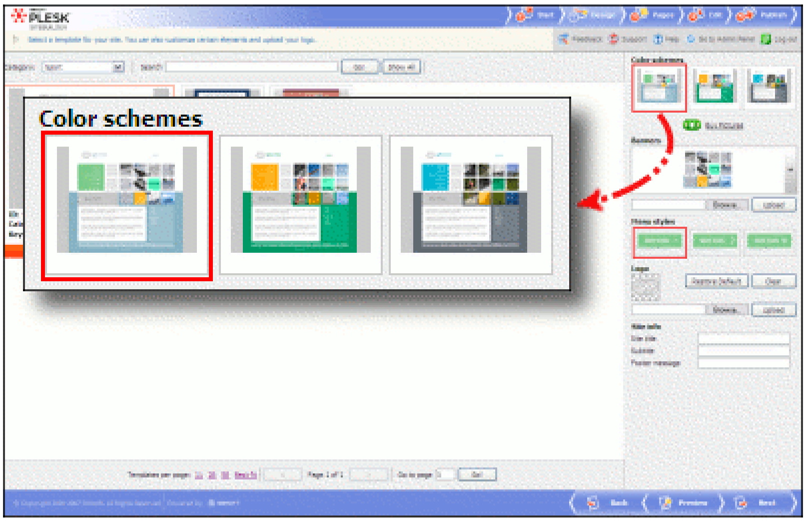


Figure 12: Selecting a Color Scheme

Selecting Banner

In Sitebuilder, banner is a large image of rectangular shape which serves as a central element of the page layout. Each design template offers a choice of available banners.

➢ ***To select a banner:***

1 On the **Design** tab, in the **Banners** area, click the down arrow to expand the list of available banners.

2 Select the banner you need.

You can also upload a custom banner for your site.

➢ ***To upload a banner:***

1 Click **Browse** in the **Banners** area.

2 In the **Browse** window, find and select the banner image you want to upload.

3 Click **Open** in the **Browse** window.

4 Click **Upload** in the **Banners** area.

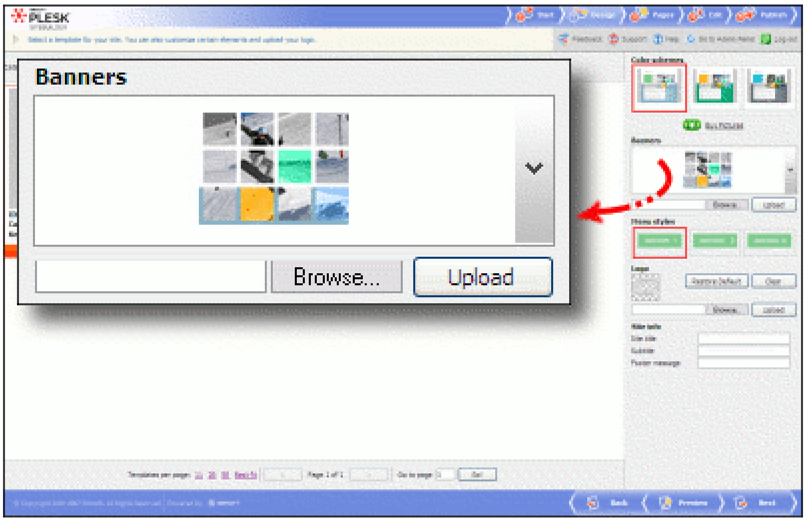


Figure 13: Selecting or Uploading a Banner

Selecting Menu Style

Menu style defines the visual appearance of the menu items on your site.

To select a menu style, on the **Design** step, in the **Menu styles** area, select the style you like. The selected style is outlined with a red frame.

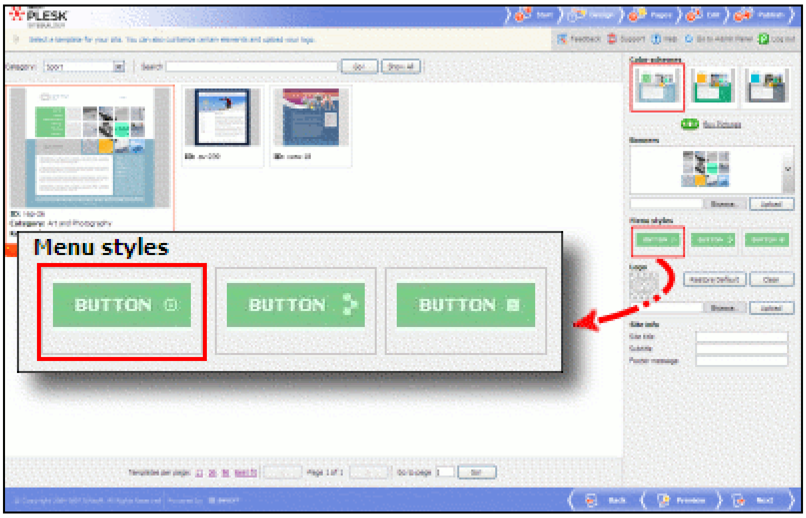


Figure 14: Selecting a Menu Style

Uploading Logo

In Sitebuilder, logo is a small image displayed at the top of each page, within page banner. The maximum size of logo image is 320x320 pixels; the supported image files formats are *.bmp, *.gif, *.jpg, *.png.

➢ ***To upload a logo:***

1. On the **Design** step, click **Browse** in the **Logo** area.
2. Select the logo image you want to upload from your computer.

   Prior to uploading the logo, observe the dimension and format requirements to the logo image.
3. Click **Open** in the **Browse** window.
4. Click **Upload** in the **Logo** area.

To remove logo from your site design, click **Clear**.

To restore logo to its default state, click **Restore Default**.

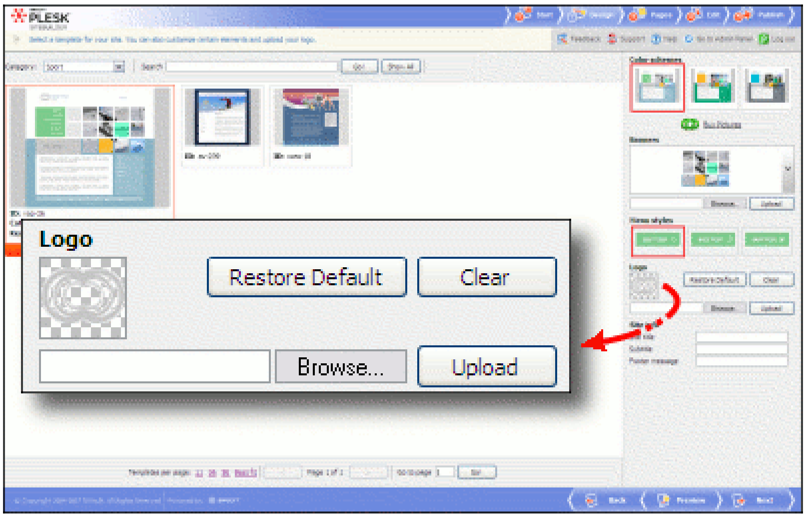


Figure 15: Uploading a Logo

Specifying Site's Title, Subtitle, and Footer Message

Site title, subtitle, and footer message are text elements appeared at the background of your site: site title and subtitle are displayed within the site banner, and footer message is put at the bottom of every page of your site.

To specify your site title, subtitle phrase and footer message, on the the **Design** step, fill in the fields in the **Site info** section:

- In the **Site title** field, provide a short description of your site (maximum 255 characters). On business sites, this is usually a company name.
- In the **Subtitle** field, provide any phrase which reflects the concept and objectives of the site. This phrase will be displayed below the site title in smaller font. On business sites, this is usually a corporate slogan.
- In the **Footer message** field, provide the copyright notice or any other information of similar kind - disclaimers, contact information, etc., which you would like to place in the page footer.

For each text element, it is possible to break the text into multiple lines. To do so, insert the `<br>` tag where you want the line break to be. For example: *first line
second line
third line...*

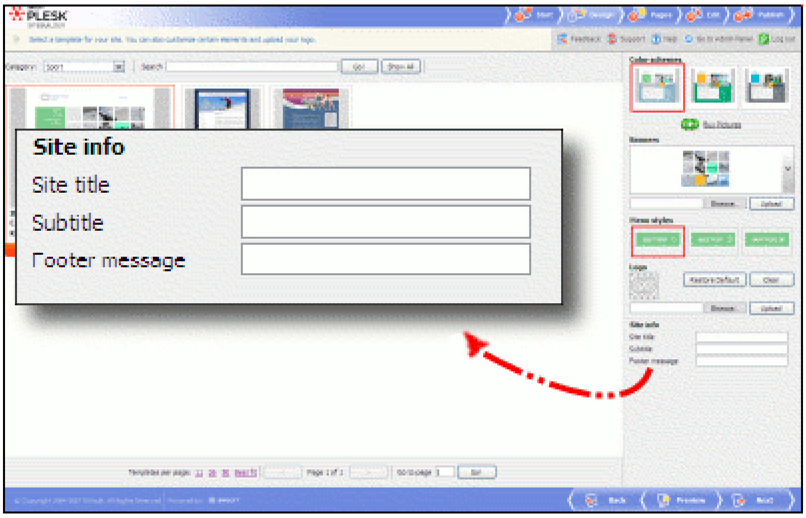


Figure 16: Specifying Site's Title, Subtitle, and Footer Message

Buying Pictures from Fotolia

In Sitebuilder, you can buy images from Fotolia (http://www.fotolia.com/swsoft/) - the first worldwide social marketplace for royalty free stock images, directly from the Sitebuilder Wizard. As an SWsoft customer, you can a get 20% discount on Fotolia pictures.

➢ ***To purchase images from Fotolia:***

1 On the **Design** step, click the **Buy pictures** shortcut.

2 Follow the instructions provided on the Fotolia Web site to purchase images.

Note: If you do not see this shortcut, it means that this option is disabled in the Sitebuilder license.

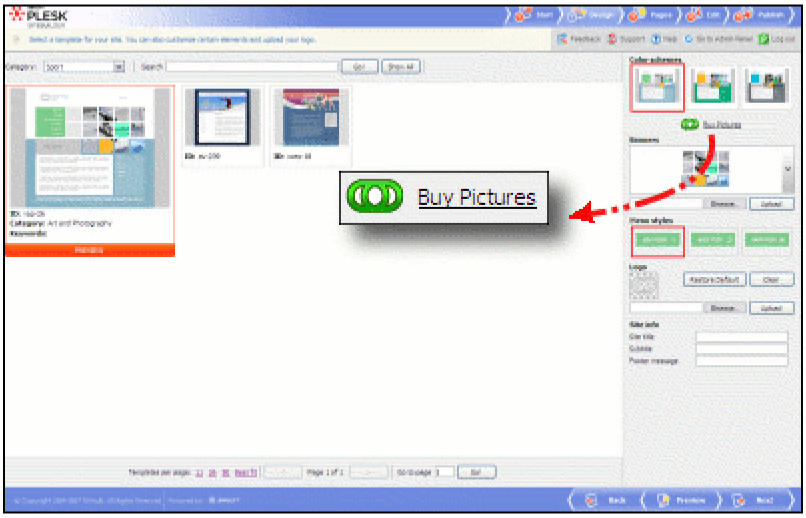


Figure 17: Buying Pictures from Fotolia

CHAPTER 4

Creating Site Structure

A site consists of several pages linked together to present information in an ordered way. Using Sitebuilder, you can arrange the pages in the two levels of hierarchy: top level pages and second level pages. Therefore, before this stage you must clearly understand how you intend to structure your site.

Note: The maximum number of pages you can create using Sitebuilder is determined by your license (for administrator), or by your service plan (for all other users).

To facilitate your work with Sitebuilder, pages are grouped into *page sets* - pre-defined site structures designed for displaying certain types of content. The default page set of your site is determined by the *type of site* you chose on the **Start** page of the Sitebuilder Wizard.

On the **Pages** step, you can build any possible site structure by adding desired pages and arranging them as needed. Find out about the **types of pages** (on page 31) offered by Sitebuilder and about the process of **adding pages** (on page 33) and **site structuring** (on page 34).

The **Pages** step screen provides the following functionalities to facilitate structuring your site:

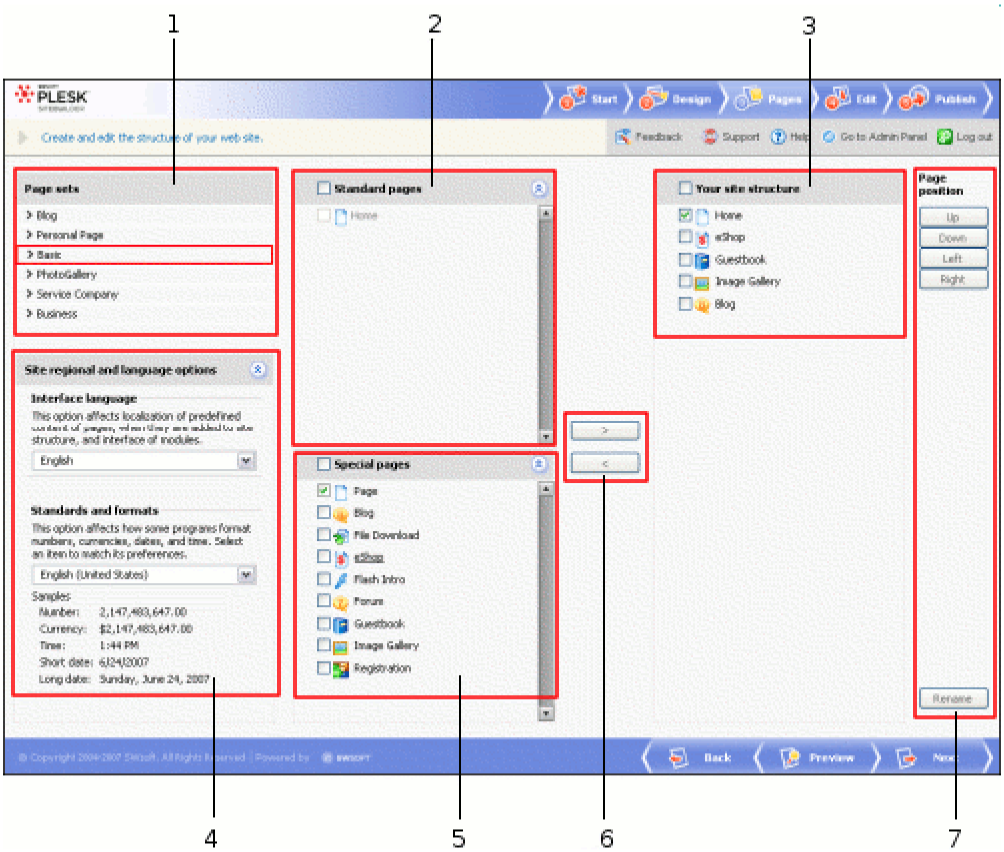


Figure 18: Step 3. Creating Site Structure

1 **Page sets** area allows you to choose a page set. The selected page set is shown in red frame.

2 **Standard pages** area displays the structure of the page set chosen in the **Page sets** area. You can expand or collapse this section by clicking the or icons in the top bar of the section.

3 **Your site structure** area shows the final structure of your site.

4 **Site regional and language options** area allows you to set the site language and the format of numeric data. You can expand or collapse this section by clicking the or icons.

5 **Special pages** area displays all available types of pages which can be added to your site structure: one common text page, and all available page modules. You can expand or collapse this section by clicking the or icons.

6 > and < buttons allow you add or remove pages from the site structure.

7 **Page position** area enables you to **organize the hierarchy of pages** (on page 34) in the site map, and to rename pages.

Read this chapter to know how to use these options.

In this chapter:

Types of Pages

In Sitebuilder, there are two types of pages:

- Standard (*common)* pages - ordinary pages used for displaying text information. Such pages are marked with icons in the site map.
- Special pages - *page modules* which extend the site functionality. Each module is designed for a certain purpose and is identified by its own icon. There are the following types of page modules in Sitebuilder:
  - **Blog** (see page 70). Supports a standard set of blog functionality: posting, commenting, content categorizing, etc. A **Blog** page is very convenient for organizing the *News*, *Events* and similar pages of your site.
  - **Image Gallery** (see page 79). Supports image upload, batch image upload with group editing functions, etc.
  - **File Download** (see page 88). Allows to provide various content for download to your site visitors.

    Note: Each **File Download** page can hold only one file. To provide several files for download, add several **File Download** pages to your site structure.

  - **eShop** (see page 89). Supports basic online store functions: shopping cart, multi-currency, categorized product catalog with thumbnail upload capability, shipping cost support. Provides integration with various online payment systems, including PayPal, Authorize.Net, BluePay, 2Checkout.com, and others.
  - **Flash Intro** (see page 123). A pre-designed flash introduction to your site. You can choose between several designs of the intro and insert your own text information into it.

    Note: The **Flash Intro** module is the only page module that requires no database connection and therefore can be included in a static site.

  - **Guestbook** (see page 125). A standard guestbook.
  - **Forum** (see page 129). A standard forum engine which supports threading, categorizing, etc.
  - **Registration** (see page 137). Allows you to set up voluntary user authentication on your web site.

The list of available modules is determined by your license (for Sitebuilder administrators), or by your service plan (for other users).

In Sitebuilder, you can add several page modules of one type to a site (except for **Flash Intro** and **Registration**).

Structuring Your Site

You can build and edit your site structure on the **Pages** step of the Sitebuilder Wizard. To facilitate your work with Sitebuilder, pages are grouped into *page sets* - pre-defined site structures designed for displaying certain types of content. The default page set of your site is determined by the type of site you chose on the **Start** page of the Sitebuilder Wizard. You see this default page set highlighted in the list of page sets, its structure is displayed in the **Your site structure** box on the right. You can modify the proposed site structure as desired by adding pages from other page sets (or even whole page sets), renaming pages, changing pages hierarchy, or removing pages from the **Your site structure** box.

The list of page sets available depends on your service plan and can be extended only by your Sitebuilder administrator. The structure of each page set is shown in the **Standard pages** area after you select the page set in the list.

The **Special pages** area shows a list of special pages, or modules which you can add to your site, plus one common site page which you can use as an ordinary text page. To learn which modules are available, refer to **Types of Pages** (on page 31), earlier in this section.

Adding Pages

➢ ***To add pages to the site structure:***

1 Select the necessary pages in the **Standard pages** or **Special pages** area.

Note: The module titles in the page set may differ from their original names. For example, a page **Photo** of the **Personal Page** page set represents the **Image Gallery** module. You can identify a module by its icon.

2 Click >.

Or just drag and drop needed pages into the **Your site structure** box.

You can add as many modules of one type to your site as you wish - except for the **Flash Intro** and **Registration** modules. These modules can be added to your site only once.

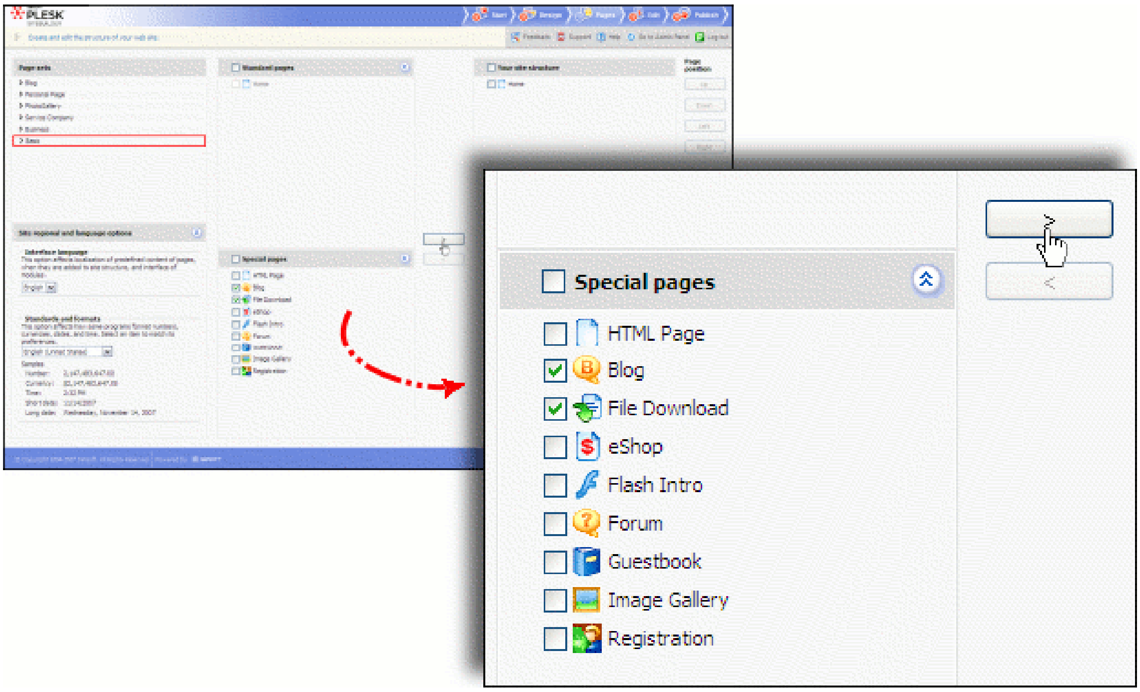


Figure 19: Adding Pages

Changing Position of Pages

➢ ***To change the pages hierarchy:***

1 Select the required page in the **Your site structure** box.

2 Use required buttons in the **Page position** area:

- To move a page from the second level to the top level of the site structure, click **Left**.
- To move a page from the top level to the second level, click **Right**.
- To move a page up at the same level, click **Up**.
- To move a page down at the same level, click **Down**.

When you move a first level page **Up** or **Down**, all dependent second level pages are moved together with it.

Note: In Sitebuilder, modules can be only first-level pages in the site structure, and cannot have dependent second level pages. The only exception is the **File Download** module, which you can set a second-level page, but you cannot depend other pages on it.

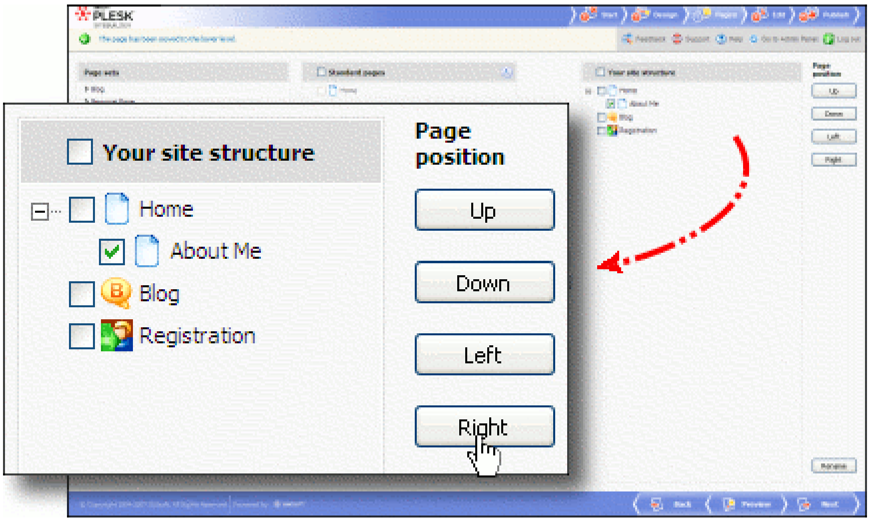


Figure 20: Changing Position of Pages

Renaming Pages

➢ ***To rename a page:***

1 Select the page in the **Your site structure** box and click **Rename**.

Or just double-click the page's name to make it editable.

2 Provide a new name for the page.

3 Press ENTER.

If you choose to rename the page at a later stage, you can use the **Page title** field on the **Edit** step of the Sitebuilder Wizard.

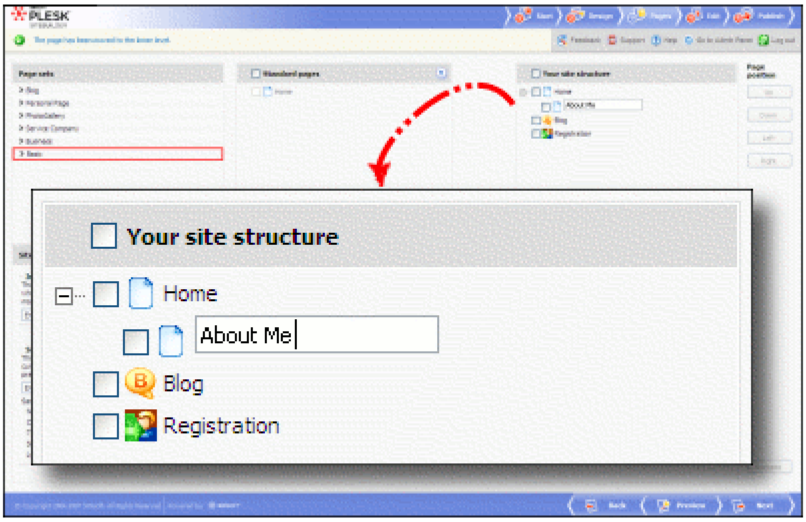
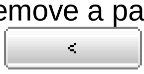


Figure 21: Renaming Pages

Removing Pages

To remove a page from the site map, select the page in the **Your site structure** box and click 

.

Note: In Sitebuilder, you cannot delete all pages from the **Your site structure** area. In case you need to clear the space - for example, before setting up a completely new site structure, we recommend to select all pages, except one, delete them, add the necessary pages to the site, and then delete or reuse the old page.

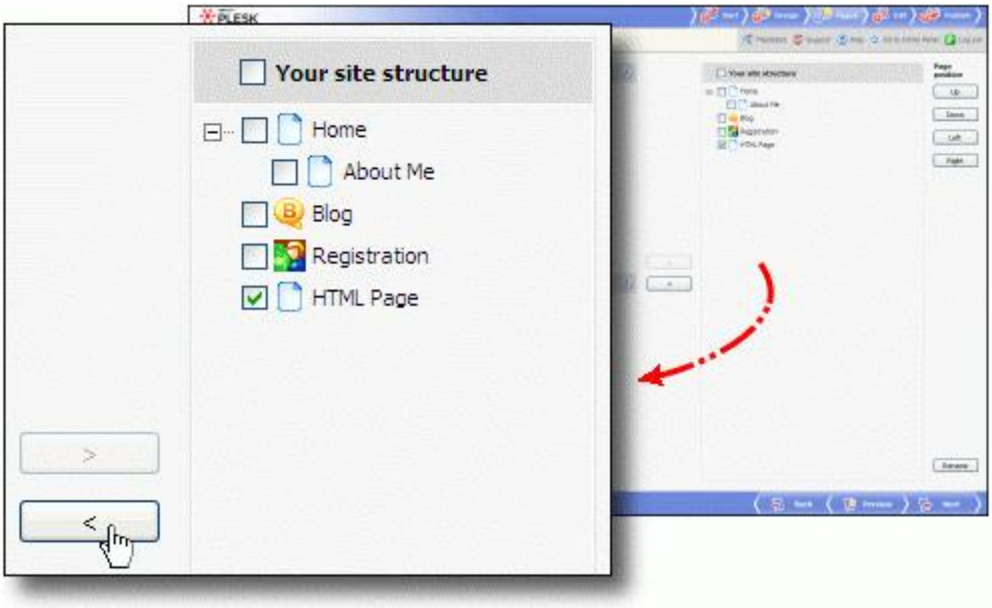


Figure 22: Removing Pages

Choosing Site Language and Customizing Settings for Display of Numbers, Currencies, Time and Date

In Sitebuilder, you can create a site in the language which is different from the language of your Wizard interface. The desired language is selected on the **Pages** step of the Sitebuilder Wizard.

The choice of the language determines the format of numbers, the site currency, and also the format of date and time records everywhere on your site.

➢ ***To select the language for your site and the format of displaying numbers, currencies, times and dates:***

1. Go to the **Pages** step.
2. Select the language of your site content and modules interface from the **Interface language** list.

   In the **Standards and formats** area, you will see the format of numbers, date and time, and the currency associated with the chosen language.

If you do not see a required language in the list, check **SWsoft web site** (http://www.swsoft.com/en/download/sitebuilder) to see if it is available. Only a user with administrator's privileges can download and install language packs in Sitebuilder. If you wish to use any of the available Sitebuilder language packs, contact your Sitebuilder provider for assistance.

Note that the currency settings of the online store module us independent from the general language and currency settings of the site. If necessary, you can set a different currency for your online store at a later stage by **configuring the eShop module accordingly** (see page 104).

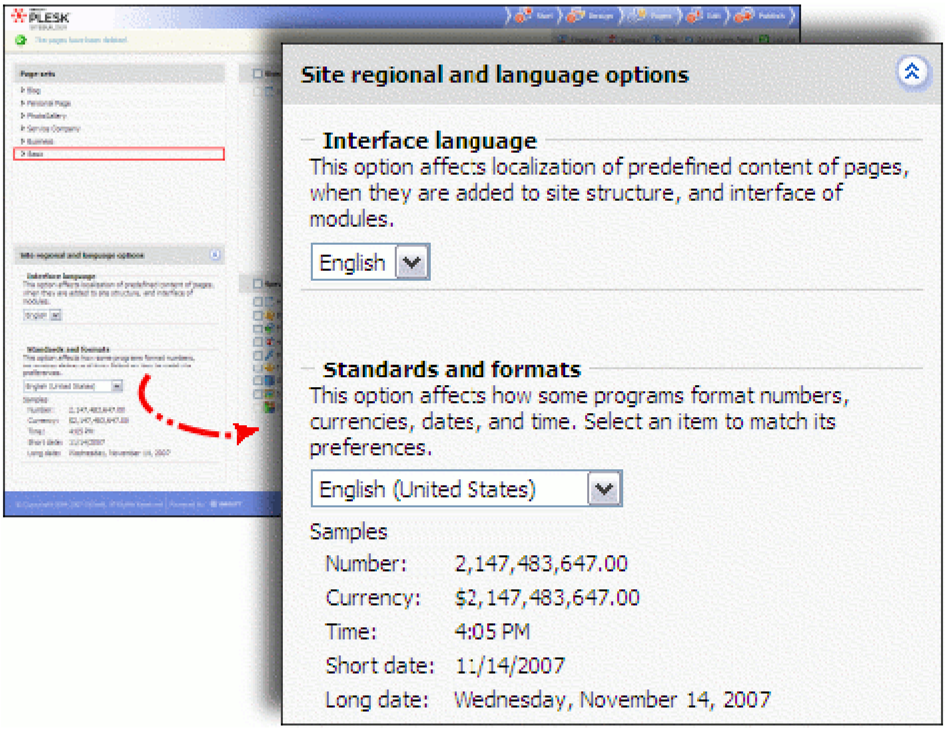


Figure 23: Choosing Site Language and Customizing Settings for Display of Numbers, Currencies, Time and Date

C H A P T E R 5

Populating Site with Content

In Sitebuilder, creating your site content means creating the content of each page constituting your site, and setting up functional modules you added to your site. You can do all this on the **Edit** step of the Sitebuilder Wizard.

The Sitebuilder editor is organized in such a way that the information you type on the pages and the design of the pages are independent. Therefore, you can completely change the design for a page after you had typed a text on this page, without having to retype the information.

The **Edit** step screen is structured in the following way:

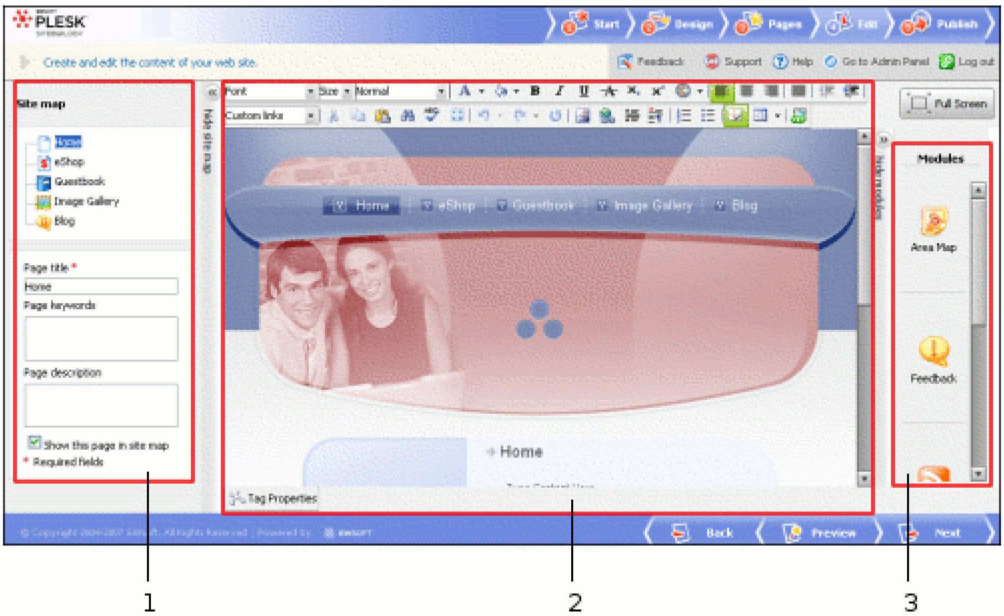


Figure 24: Step 4. Populating Site with Content

1 **Site map** area shows the site structure created on the **Pages** step of the Wizard. By selecting a page in this area, you open its content for editing in the work area of the screen. In this area, you can also **adjust the general page parameters in the site map** (see page 41). To hide the **Site map** section, click the **Hide site map** icon. To restore the **Site map** area on the screen, click the **Show site map** icon.

2 **Work area** provides access to different functions, depending on the type of the edited page:

- On ordinary text pages, the work area provides the space for **creating the text content of the page** (see page 44) with the help of the WYSIWYG editor, like on the screenshot above.

- On special pages, or *page modules*, the work area provides the module editor screen, where you can configure various parameters of the module on the respective tabs, and, in most cases, populate the module with content (for example, fill your online store catalog with products). For information on working with lists of objects on module management pages, read section **Working with Lists** (on page 14). For more information about configuring and editing each module, see the respective sections further in this chapter.

3 **Modules** area allows to embed *block modules* in text pages, by clicking and drag-and-dropping the module icon to the required spot on the page. For some tips on using block modules, see section **Working with Modules** (on page 68). To hide the **Modules** section, click the **Hide modules** icon. To restore the **Modules** area on the screen, click the **Show modules** icon.

Note: When you edit special pages (page modules), the **Modules** area of the screen is not displayed.

In this chapter:

Setting Up Site Map

If upon filling your site with content you decide to rename some pages, hide them in site navigation or provide them with some keywords or description to be used by search engines, you can do that on the **Edit** step, in the **Site map** area.

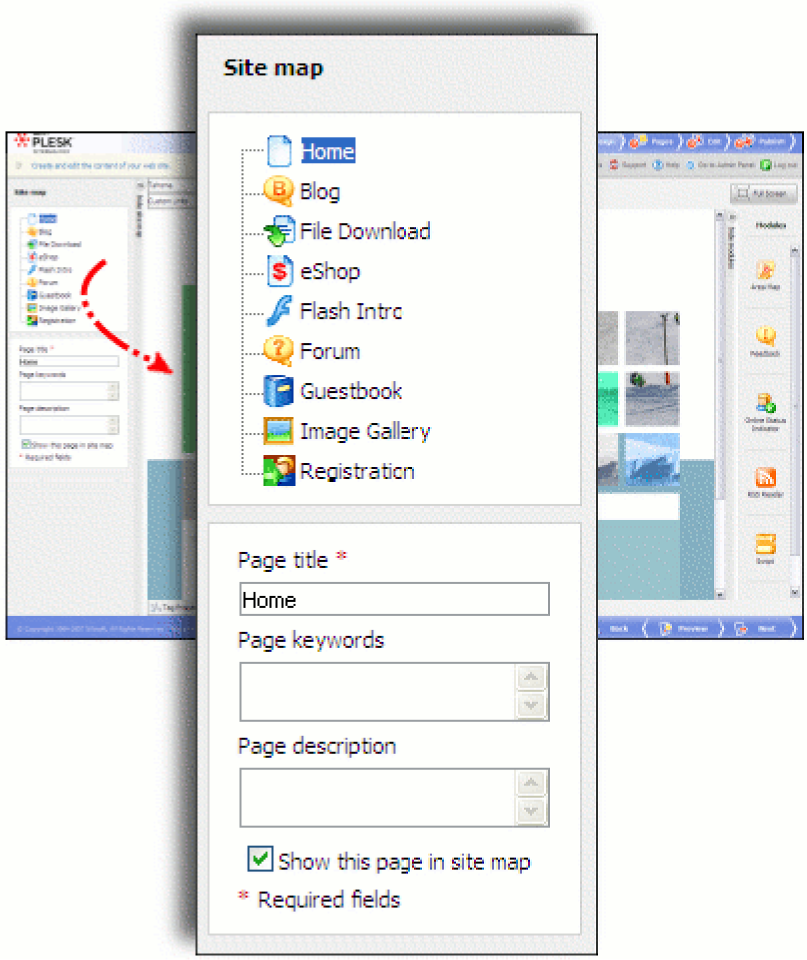


Figure 25: Setting Up Site Map

Renaming Pages

To rename a page, select it in the **Site map** area and provide a new name in the **Page title** field. This will rename the page in the site menu and in the browser's title bar. Note that the page title may contain 256 symbols at maximum.

Specifying Keywords to be Used by Search Engines

The keywords should be carefully selected to reflect the page content, because they are used by search engines to find your site pages on the Internet.

To provide a page with keywords, select the necessary page in the **Site map** area and type the desired keywords in the **Page keywords** field.

Providing Description to be Displayed in Search Results

Description is displayed with the page title and URL when the page appears as a result of a user's query on a search engine. Therefore, description should give the main idea of the page, so everyone could instantly understand what the page is about.

To provide a page with description, select the necessary page in the **Site map** area and type the desired text in the **Page description** field.

Hiding Pages in Site Navigation

In Sitebuilder, you can make certain pages invisible in site menu. The page which you choose to hide will be accessible only by clicking a link placed on other pages of your site (or wherever you would like to place it). Note that when a site visitor actually accesses a hidden page, it appears in the site menu, and when they switch to another (not hidden) page, the hidden page disappears again.

To hide a page in the site navigation menu, clear the **Show this page in site map** check box. In the Wizard interface, hidden pages are highlighted with grey color in the site map and in the site structure on the **Pages** step.

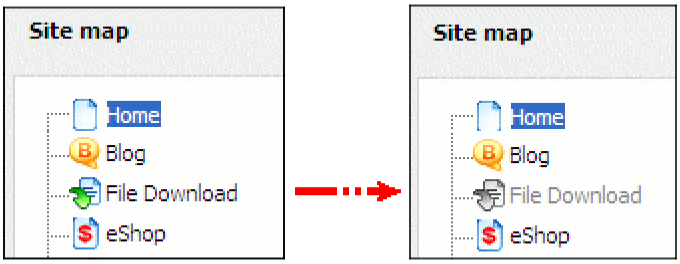


Figure 26: Hiding Pages in Site Navigation

You can hide both first and second level pages.

To understand how hiding pages correlates with pages hierarchy, see the example below:

Let the site structure look as follows:

- Page 1
- Page 2 (hidden)
- Page 3
  - Page 3.1 (hidden)
  - Page 3.2
- Page 4 (hidden)
  - Page 4.1
  - Page 4.2 (hidden)

To understand the dependency of pages' visibility and position in the hierarchy, see the table below.

Active Page*	Visible Pages
Page 1	Page 1, Page 3
Page 2	Page 1, Page 2, Page 3
Page 3	Page 1, Page 3, Page 3.2
Page 3.1	Page 1, Page 3, Page 3.1, Page 3.2
Page 3.2	Page 1, Page 3, Page 3.2

Page 4	Page 1, Page 3, Page 4, Page 4.1
Page 4.1	Page 1, Page 3, Page 4.1
Page 4.2	Page 1, Page 3, Page 4.1, Page 4.2

** active page is a page where site visitor is currently stands*

Working with Text

Sitebuilder is empowered with a user-friendly WYSIWYG (What You See Is What You Get) content editor, which enables you to see the content on the display screen exactly as it appears on the Internet.

This subsection describes the ways of working with textual information on your web pages. You will learn how to format characters and paragraphs, cut, copy, paste text, insert images and links, check spelling, and more.

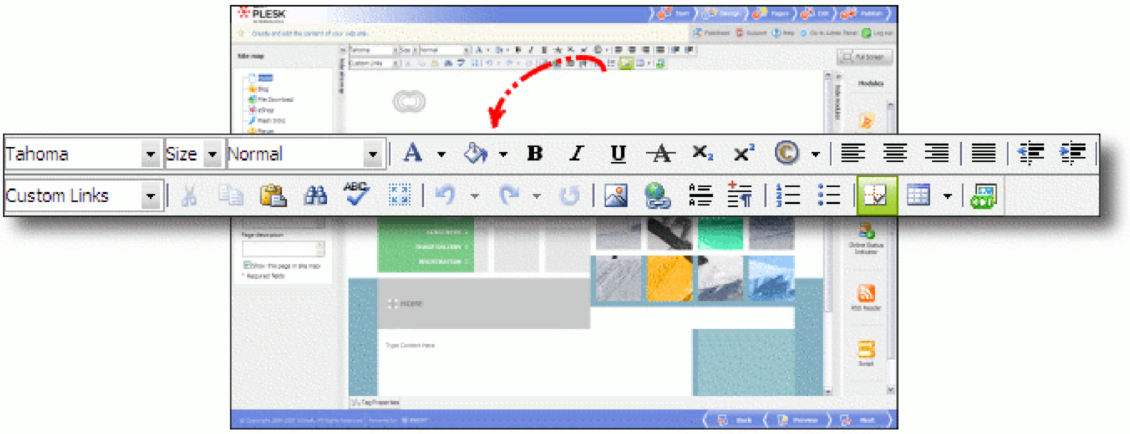


Figure 27: WYSIWYG Toolbar

In this section:

Applying Styles, Fonts, and Colors to Text

➢ ***To apply formatting to a text:***

1 On the **Edit** tab, select the desired site page.

2 Select the text fragment you want to edit.

You can select the whole text on the page by clicking **Select All**.

3 Apply desired formatting options to the selected text:

- Select a font from the **Font** list.
- Select a font size from the **Size** list.
- Select a style from the **Paragraph Style** list.
- Click the **Text Color** icon and select a color.
- Click the **Background Color** icon and select a color.
- Click the **Bold**, **Italic**, **Underline**, or **Strike Through** icons to make the text bold, italic, underlined, or strikethrough respectively.
- Click the **Subscript** or **Superscript** icon to make the text subscript or superscript respectively.

4 To insert a special symbol into the text, place the mouse cursor on the required spot on the page, click the **Insert Symbol** icon and select a symbol.

Formatting Paragraphs

➢ ***To apply formatting to a paragraph:***

1 On the **Edit** tab, select the desired site page.

2 Place the cursor anywhere in the paragraph you want to format.

3 Apply necessary formatting:

- To align the text, click the **Align Left**, **Align Center**, **Align Right**, or **Justify** icon.
- To change the indentation of the text, click the **Indent** or **Outdent** icon.

4 To insert a horizontal rule between two paragraphs, place the cursor at the end of the first paragraph and click the **Horizontal Ruler** icon.

5 To start a new paragraph, click the **New Paragraph** icon before the beginning of the new prospective paragraph. (Not supported in Mozilla Firefox.)

Copying and Moving Text

➢ ***To copy or move text:***

1 On the **Edit** tab, select the desired site page.

2 Select a text fragment.

You can select the whole text on the page by clicking **Select All**.

3 To move the text, click the **Cut** icon

4 To copy the text, click the **Copy** icon.

5 Place the cursor where you want the text to appear.

6 Click the **Paste** icon.

Finding and Replacing Text

➢ ***To find a particular text fragment on the page:***

1 On the **Edit** tab, select the desired site page.

2 Click the **Find** icon. (Not supported in Mozilla Firefox, please use CTRL+F instead.)

3 On the **Find** tab, enter the text you want to find in the **Find** field.

4 Indicate the area of the search, by selecting one of the following options:

- **Entire text.** Entire text on the web page will be searched for indicated word or phrase.
- **Selection only**. Only selected part of the text will be searched for indicated word or phrase.

5 Indicate the direction of the search, by selecting one of the following options:

- **Up**. The search is done in the upper part of the text, starting from the cursor position.
- **Down**. The search is done in the lower part of the text, starting from the cursor position.

6 Select the method of the search, by selecting either one of the following command options:

- **Match case**. Only the text that exactly matches the case (uppercase and lowercase character formatting) is searched for the specified search pattern.
- **Match whole words only**. Only the exact text you specified is searched for.

7 Click **Find Next.**

➢ ***To find and replace a word or phrase:***

1 Click the **Find** icon**.**

2 Click the **Replace** tab.

3 Enter the text you want to replace in the **Find** field.

4 Enter the replacement text in the **Replace with** field.

5 Click **Replace**.

6 To replace all the mentions of the search pattern in the text, click **Replace All**.

Checking Spelling

➢ ***To check spelling on the page:***

1 On the **Edit** tab, select the desired site page.

2 Click the **Spellchecker** icon.

In the **Not in dictionary** field, a possible spelling mistake is shown.

3 If you are sure that the word found by the Spell Check editor is not misspelled, click **Ignore** to ignore this part of the text.

To ignore all parts of the text, containing this word, click **Ignore All**.

4 If you want to replace the misspelled word with the word in the **Suggestions** field, click **Change.**

To replace this word in the whole text, click **Change All**.

Undoing and Redoing Actions

To undo the last action, click the **Undo** icon.

To redo the last undone action, click the **Redo** icon.

Inserting Images

➢ ***To insert an image to a web page:***

1 On the **Edit** tab, select the desired site page.

2 Place the mouse cursor where you want to insert the image.

3 Click the **Image Manager** icon.

4 Click **Browse** and select an image to upload.

Note:
1. The maximum size of an image is 200KB.
2. The supported graphics file formats are *.gif, *.jpg, *.jpeg, *.png, *.bmp

5 Click **Open** in the **Browse** dialog box.

6 If the file with the same name as the image you are uploading exists and you want to overwrite it, select **Overwrite if file with such name exists**.

7 Click **Upload**.

On the left part of the window, you can see the list of uploaded images. Click the desired image name to preview it and to select it for inserting into the page.

8 Click **Insert**.

To delete an image from the list of uploaded images, click it and click the icon.

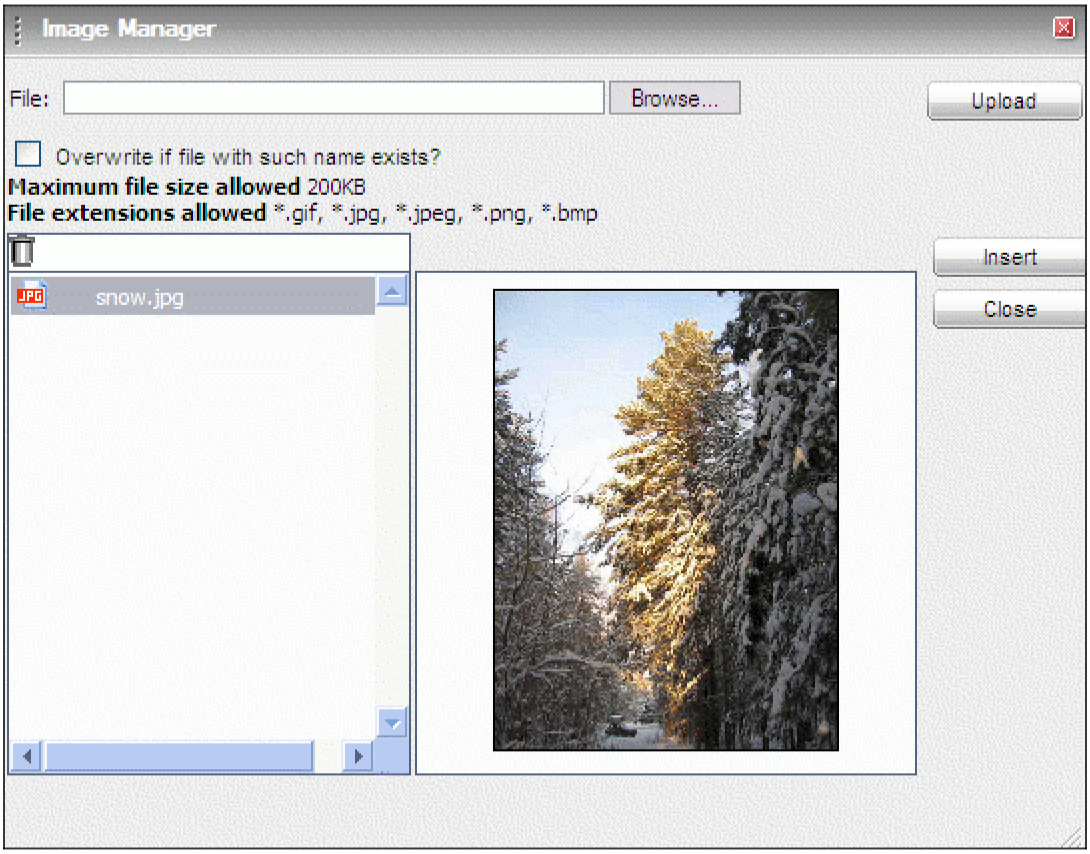


Figure 28: Inserting Images

Inserting Links

Using the Sitebuilder editor, you can insert both internal and external links. Internal links point to other pages of your site. External links pointing to other sites are often used to improve your site popularity and will direct visitors of your site to friendly sites (the so-called *link exchange*).

Using the Sitebuilder hyperlink manager, you can add the following types of links:

- Hyperlink (see page 51)
- Links to the pages of your site (see page 51)
- Anchor (see page 53)
- E-mail link (see page 54)

To edit a link, right-click the selected link and click **Edit Link**. To remove a link, right-click the selected link and click **Remove Link**.

In this section:

Inserting Hyperlinks

Hyperlink is a reference in a hypertext document to another document or other resource.

➢ ***To insert a hyperlink:***

1 Place the cursor where you want to insert a link (or select a text which you want to set as hyperlink).

2 Click the **Hyperlink Manager** icon.

3 In the **URL** field, specify the web address which you want the link to point to.

4 In the **Link text** field, specify (or change) the text that will make up the link.

5 From the **Protocol** list, select the protocol to be used to access the linked resource (http, ftp, and other).

6 From the **Target** list, select how the link will open (in the same window, in the new window, and so on).

7 In the **Tooltip** field, type the text to be displayed when the cursor is hovered over the link.

8 To set up the appearance of the link, select a desired style from the **CSS class** field.

9 Click **OK**.

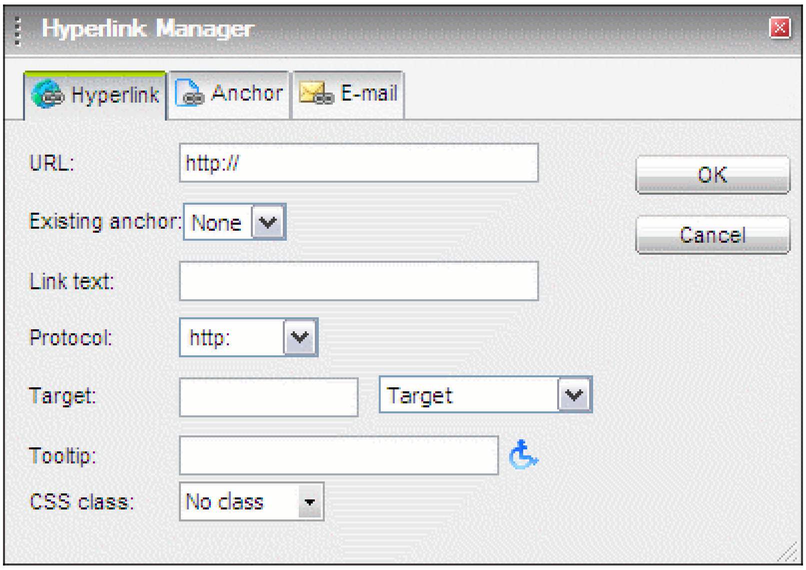


Figure 29: Inserting Hyperlinks

Inserting Links to Pages of Your Site

➢ ***To insert a link to a page of your site:***

1 Go to the **Edit** step and navigate to the page where you want to insert the link.

2 Type/Select the text which you want to set as a link.

3 From the **Custom links** list, select the page to which the link should lead.

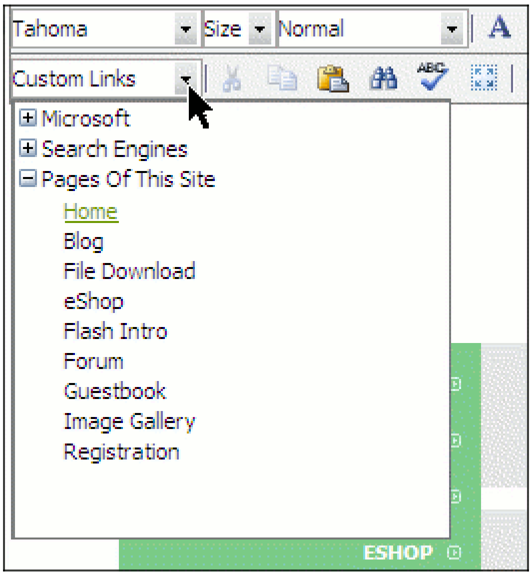


Figure 30: Inserting Links to Pages of Your Site

Inserting Anchors

Anchor is a word or a group of words that define the destination a hyperlink leads to. Anchors are very helpful in facilitating navigation through a great amount of text located in a single place. With this function you can provide the readers of the message with the easy way to jump from one part of the text to another.

➢ ***To insert an anchor:***

1 Place the cursor where you want the link to lead to.

2 Click the **Hyperlink Manager** icon.

3 Click the **Anchor** tab.

4 Enter a name for the anchor and click **OK**.

5 Select some text or an image that will be the hyperlink leading to the anchor.

6 Click the **Hyperlink Manager** icon again.

7 On the **Hyperlink** tab, select the newly created anchor from the **Existing anchor** field.

8 Click **OK**.

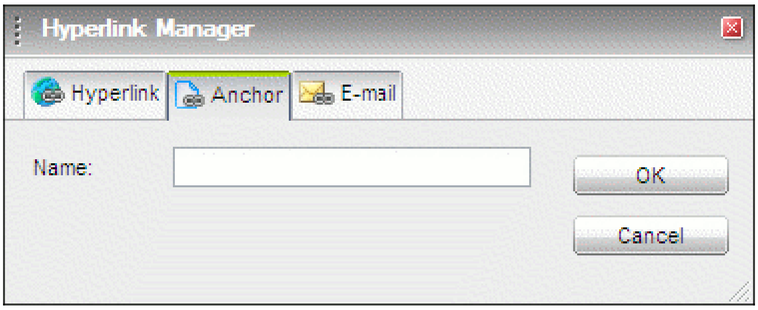


Figure 31: Inserting Anchors

Inserting E-Mail Links

If you want visitors of your site to contact you by e-mail, insert an e-mail link to your web pages. On a web page, this looks like your e-mail address underlined, and when a user clicks it, a mail program on his or her computer opens a "Compose New Message" window with your e-mail address specified as the recipient address. When placing e-mail links, you can also specify the default subject for the message.

➢ ***To insert e-mail link:***

1 Select the text which you want to set as the e-mail link.

2 Click the **Hyperlink Manager** icon.

3 Click the **E-mail** tab.

4 In the **Address** field, type the needed e-mail address.

5 In the **Link text** field, you can modify the previously selected text.

6 In the **Subject** field, type the text that will be the subject of the e-mail message.

7 To set up the appearance of the link, select a desired CSS class from the **CSS class** list.

8 Click **OK**.

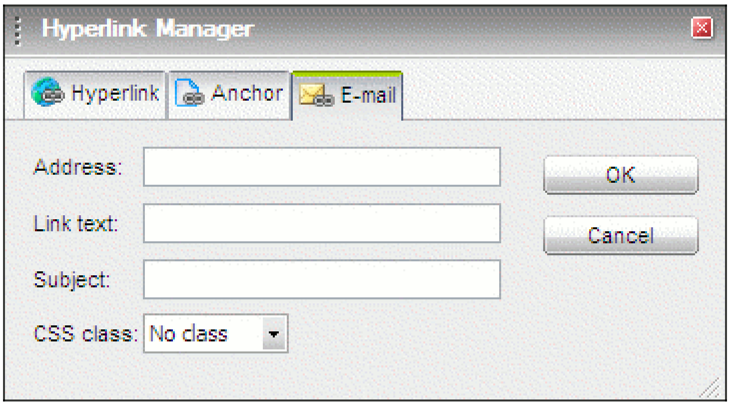


Figure 32: Inserting E-Mail Links

Working with Tables

Tables are used to organize textual and numerical information in a convenient and clear way. Besides, on web pages, tables are often used as a convenient tool for building page layout. When you base your page layout on a table, you:

- Have more freedom in positioning elements on a web page
- Ensure that organized text is displayed correctly in all browsers and screen resolutions

With table-based layout you may, for example, incorporate an RSS feed into your page as a side frame, by drag-and-dropping the RSS module as described in **Adding RSS News Feeds** (see page 152), into one of the table columns.

The current section describes how to work with tables: insert tables, add and delete rows, columns, and cells, merge and split cells, and resize tables and cells.

In this section:

Inserting Tables

➢ ***To insert a table:***

1 Place the cursor where you want to insert a table.

2 Click the  **Insert Table** icon.

- To simply insert a table (without specifying any parameters), move the mouse cursor to select the number of columns and rows you want.
- To configure more settings of the created table, click **Table Wizard**. (See the following subsections for details on working with the Table Wizard.)

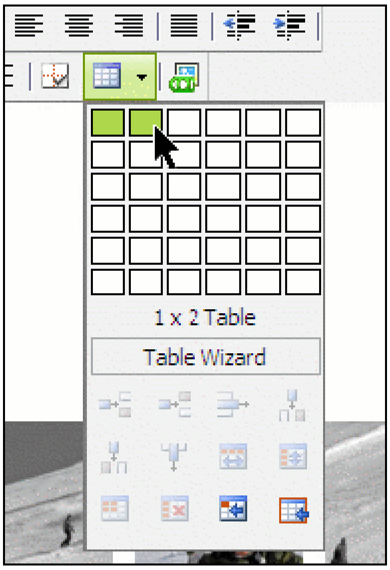


Figure 33: Inserting Tables

Editing Table Properties

➢ ***To set the table properties:***

1 Right-click inside the table and click **Set Table Properties** to open the **Table Wizard**.

2 On the **Table Properties** tab, set the following parameters:

- **Width/Height**. Specify the width and height of the table (in pixels or percent).
- **Background**. Set the background color of the table.
- **Alignment**. Align the table to the left, center, or right part of the page.
- **Cell spacing**. Increase or decrease the space between the borders of the cells.
- **Cell padding**. Increase or decrease the space between the content and the border of a cell.
- **Border**. Set cell border width, color, and layout.
- **ID**. Setting ID for a table provides some options for advanced table handling.
- **Background Image**. Set an image as the table background.
- **CSS class**. Specify table CSS class and style. CSS class is the predefined style which is applied to the selected text.

3 Click **OK**.

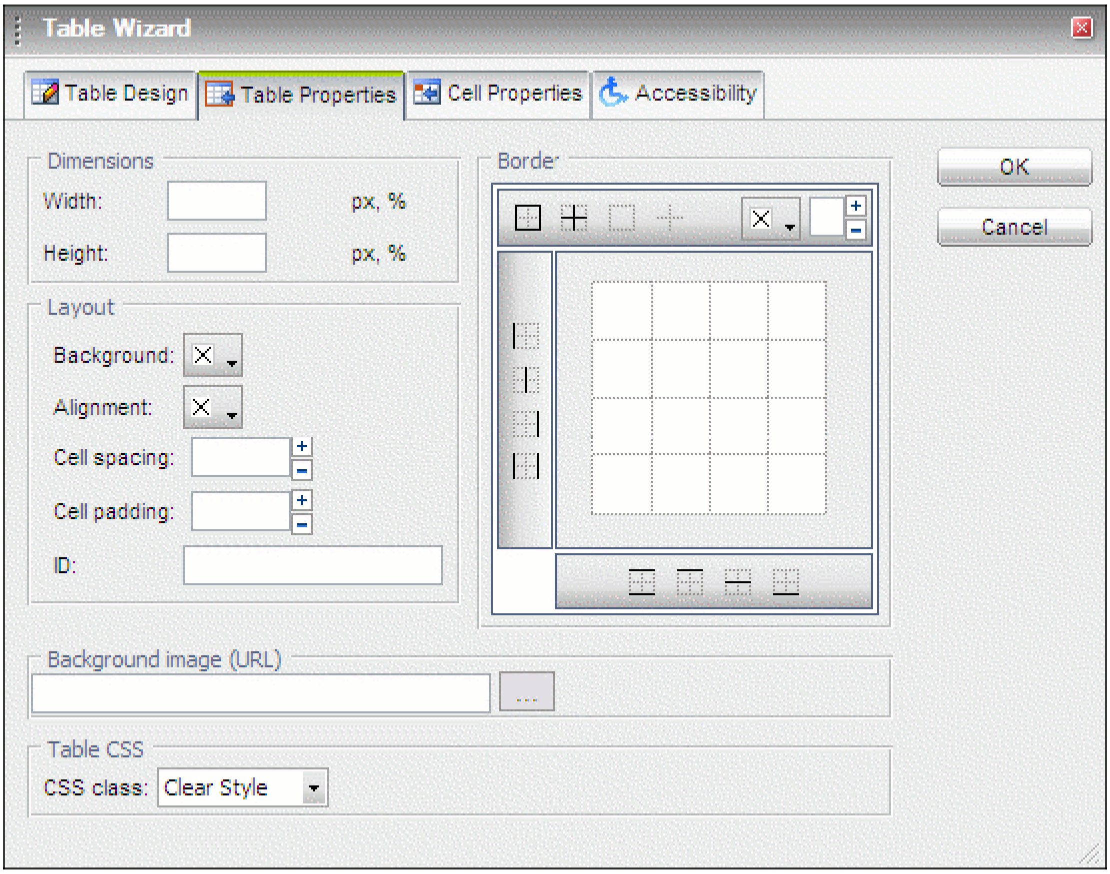


Figure 34: Editing Table Properties

Alternatively, you can resize the table horizontally or vertically (edit table width, or height, or both) with your mouse. To do so, click one of the table's resize handles and, holding down your mouse, drag the border to the location you prefer.

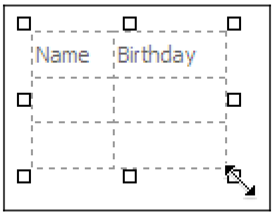


Figure 35: Resizing Tables with the Mouse Cursor

Formatting Tables with CSS Classes

CSS class provides easy and consistent way for formatting the tables.

➢ ***To use a CSS class:***

1 Create a table.

This process is described in detail in **Inserting Tables** (on page 56), earlier in this guide.

2 Open the **Table Properties** dialog box.

3 Select a CSS class from the **CSS class** list in the **Table Properties** dialog box.

4 Click **OK**.

Adding or Removing Rows, Columns, and Cells

➢ ***To add a row or a column:***

1 Place the cursor in the table where you want to add a row or column.

2 Click the **Insert Table** icon:

- To insert a row above or below the row where you placed the cursor, click the **Insert Row Above** or the **Insert Row Below** icon respectively.
- To insert a column to the left or to the right of the column where you placed the cursor, click the **Insert Column to the Left** or the **Insert Column to the Right** icon respectively.

➢ ***To remove a row, column, or cell:***

1 Place the cursor in the cell you wish to delete.

2 Right-click within the cell and depending on the operation you wish to perform, select **Delete Row**, **Delete Column**, or **Delete Cell** from the context menu.

After you delete a column or row, other columns and rows are resized to fill the space. After you delete a cell, other cells in the row are shifted left.

➢ ***To add or remove a row or a column using the Table Wizard:***

1 Right-click anywhere in the table and select **Set Table Properties**.

2 On the **Table Design** tab, click the plus sign or the minus sign in the **Columns** or **Rows** area respectively.

In some web browsers, the table cell containing a cursor will be marked with quick operation shortcuts - two small arrows and a circle . You can use these shortcuts to edit your table in the following way:

- To insert a row below the current row, click the downward pointing arrow. When you hover your mouse over the arrow, the arrow color is changed to red .
- To insert a row above, click the upward pointing arrow .
- To insert a column to the left, click the arrow pointing left .
- To insert a column to the right, click the arrow pointing right .
- To remove the current column, click the circle between the arrows on the top border of the highlighted cell .
- To remove the current row, click the same circle on the left border of the highlighted cell .

Editing Cell Properties

➢ ***To configure the parameters of a cell:***

1 Right-click inside the cell and select **Cell Properties** from the context menu.

2 On the **Cell Properties** tab, set the following properties:

- **Content alignment.** Align the content in the selected cell (vertically or horizontally).
- **Background**. Set the background color of the cell.
- **Width/Height**. Specify the width and height of the selected cell (in pixels or percent).
- **ID**. Setting ID for a cell provides options for advanced cell handling (for advanced users and developers).
- **No wrapping.** Enable/disable cell wrapping (that is if enabled, it forces new line when the text reaches the cell border).
- **Background image.** Set an image as the background of the cell.
- **CSS class**. Specify cell CSS class and style. CSS class is the predefined style which is applied to the selected text.

3 Click **OK**.

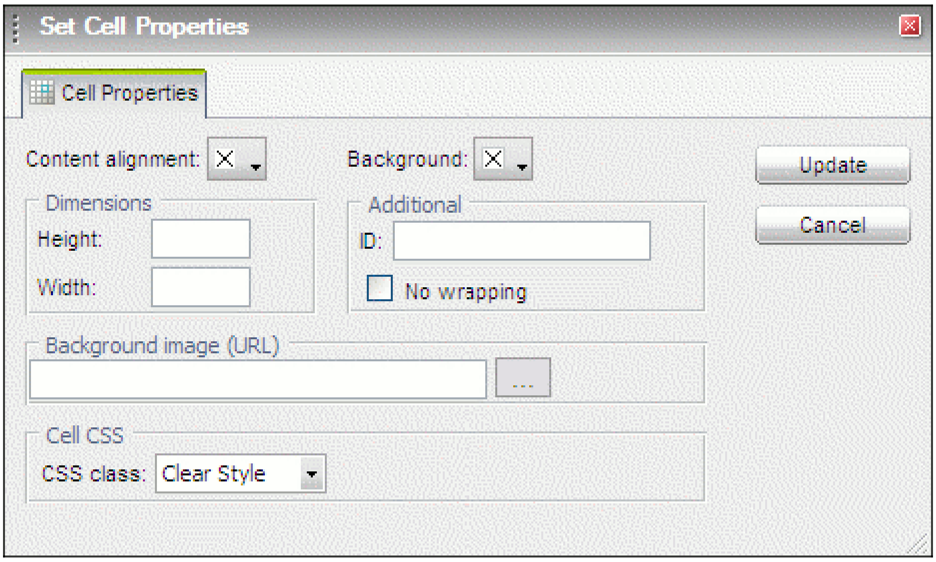


Figure 36: Editing Cell Properties

Merging Cells

Sometimes, you may need to unify several rows or columns by a single horizontal or vertical cell containing information common for these cells. To do this, you can either span a cell across several rows or columns, or merge several cells into one (horizontally or vertically).

The difference between these two option is that when you merge cells, the content of all merged cells is merged as well and remains in the resulting cell, and when you span a cell across several rows or columns, only the content of the spanned cell remains - the content of the cell to the right of the spanned cell is deleted.

To merge cells, right-click in a cell and select the needed option from the context menu:

- To merge the cell with the cell to the right, click the **Merge Cells Horizontally** icon.
- To merge the cell with the cell above, click the **Merge Cells Vertically** icon.

Spanning Cell Across Several Rows or Columns

➢ ***To span a cell across several rows or columns:***

1 Right-click anywhere in the table and select **Set Table Properties** from the context menu.

2 To span a cell across several rows, select a cell and click the plus sign in the **Row Span** area.

3 To span a cell across several columns, select a cell and click the plus sign in the **Column Span** area.

The cells are combined to the right (horizontally) or downwards (vertically), so if you select the last right cell in a row or the last bottom cell in a column, the plus sign becomes disabled.

To unspan a cell, click the minus sign in the corresponding area (**Column Span** or **Row Span**).

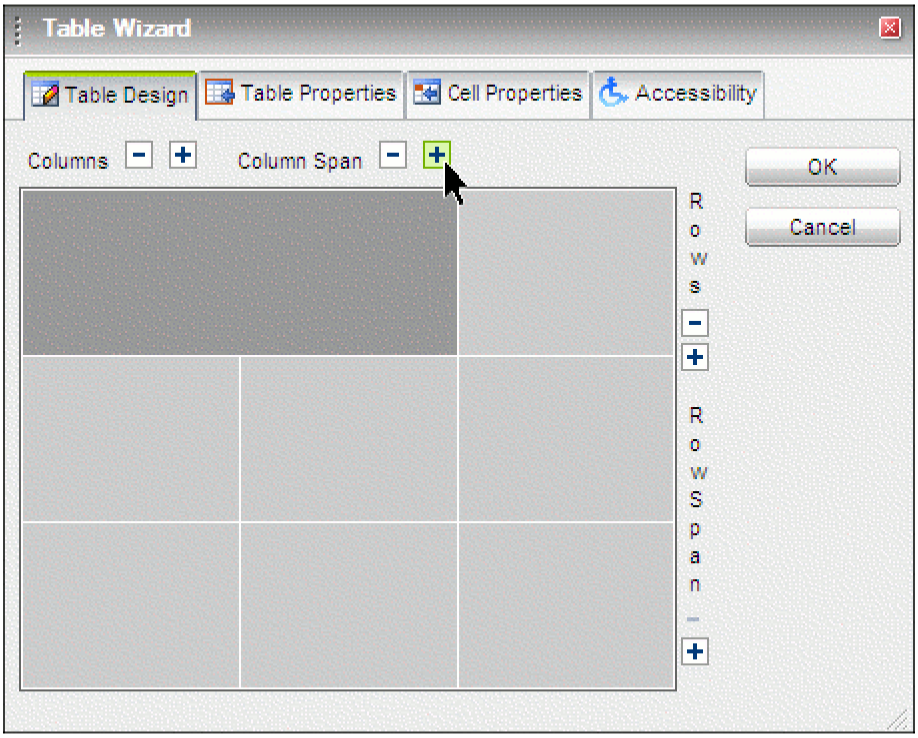


Figure 37: Spanning Cell Across Several Rows or Columns

Splitting Cells

To split a cell, right-click in a previously merged cell and select  **Split Cell** from the context menu. The cell will be split depending on how it was merged: horizontally or vertically.

Making Tables Available for Users with Impaired Vision

MS Windows OS include tools that help users with impaired vision to use computer programs without feeling any discomfort. In order to generate content that can be interpreted by the Accessibility Tools integrated in MS Windows (such as **the Narrator**, **the Magnifier**, and **the On-Screen Keyboard**), **Table Wizard** includes an additional tab called **Accessibility**.

The **Narrator** uses the information from the **Accessibility** table fields (heading rows, columns, caption alignment, and summary) to produce tooltip message for each table cell. Users with impaired vision can hear those tooltips as they hover over certain cells with their mouse cursor.

➢ ***To make the table available for users with impaired vision:***

1 Right-click inside the table and click the **Table Properties** icon in the context menu.

2 Click the **Accessibility** tab.

3 Enter a number of rows that will be set as headings in the **Heading rows** field.

   The maximum number of heading rows and columns depends on the total number of rows and columns in your table.

4 Enter a number of columns that will be set as headings in your table in the **Heading columns** field.

5 Enter the title of the table in the **Caption** field.

6 Select the position of the caption relative to the table from the **Caption alignment** field.

7 Enter a short description of the table to be vocalized in the **Summary** field.

8 If your table contains heading rows/columns and the information specified in the table cells makes sense only together with the headings, select the **Associate cells with headers** check box.

   The tooltip message for the cells will include the names of the headings.

9 Click **OK**.

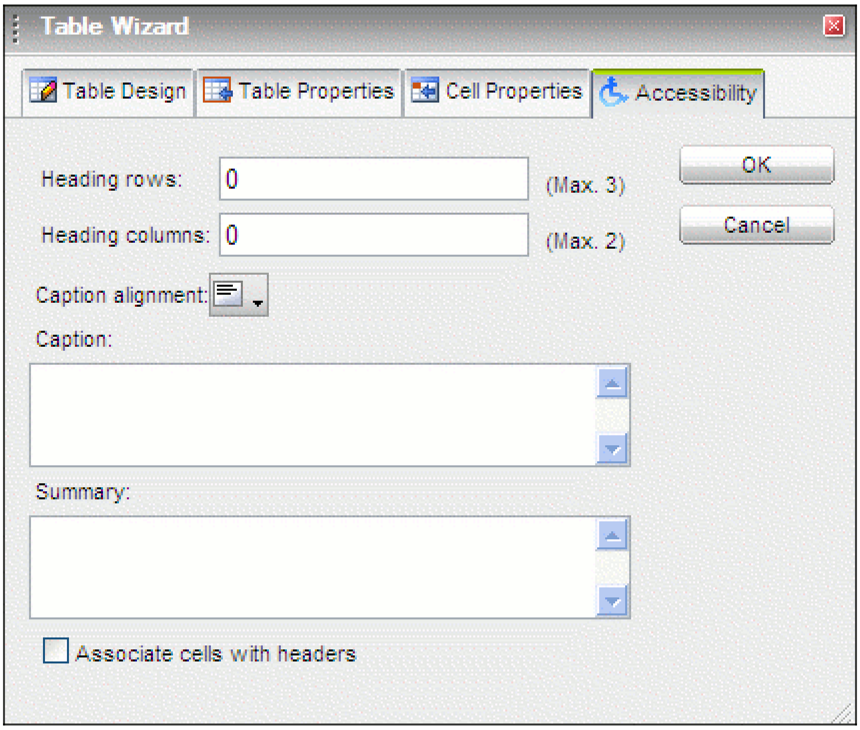


Figure 38: Making Tables Available for Users with Impaired Vision

Adding Content to Table

Tables are often used for building web page layouts. When basing your page layout on a table, you:

- have more freedom in positioning elements on a web page
- ensure that organized text is displayed correctly in all browsers and screen resolutions

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Note: If you wish to use tables for organizing your content, set the table **Border** parameter to 0. For details on setting table parameters, refer to **Editing Table Properties** (on page 57).

Sitebuilder allows you to add all types of content to tables, including text, images, and block modules.

➢ ***To insert text in a table:***

1. Place your mouse cursor in the desired table cell.
2. Enter your text.

   You can either

   - Type in your text (see **Working with Text** for instructions on performing various formatting and other operations with the text)

   or

- Paste it from the clipboard by right-clicking on the cell and choosing **Paste** from the content menu, or by using the keyboard shortcut (CTRL+V)

The table cell is resized to accommodate the text. If necessary, you can enable or disable the word wrap function; you can also set the text alignment in the cell. Refer to section **Editing Cell Properties** (on page 60) for details on both these operations.

➢ ***To insert an image in a table:***

1 Place your mouse cursor in the desired table cell.

2 Insert the image as described in **Inserting Images** (see page 49).

The table cell is resized to accommodate the image.

To insert a block module, click on the desired block module in the **Modules** section of the **Edit** page and, keeping down your mouse, drag it to the required table cell. For information on further modules setup, refer to **Working with Modules** (on page 68).

Removing Tables

To remove a table, select it with your mouse and press the DELETE key.

Modifying HTML Source of Web Pages

In Sitebuilder, textual and tabular information on your web pages is automatically converted into the HTML code. HTML, which stands for HyperText Markup Language, is a standardized language for presenting information, graphics, and multimedia on the World Wide Web. Using the Tag Properties feature, you can easily apply different styles and change properties of selected elements.

At the bottom of the Sitebuilder editor window you can see the panel displaying the HTML structure of the line, on which your mouse cursor is now placed.

For example, if you place the mouse cursor in a table, the HTML code structure will contain the following tags: TABLE, TBODY, TR, TD. The tag where the cursor stands is shown in bold.

➢ ***To modify HTML source of a web page:***

1 On the **Edit** tab, select the web page where you want to modify HTML source.

2 Place your mouse cursor in the line you want to edit and click the tag name.

3 Click **Tag Properties**.

The **Tag properties** dialog box opens. In this dialog box, you can change the following properties:

- For TABLE (Table) tags, you can adjust cell spacing, cell padding, table width and height, table and cell alignment, and define the style of borders.
- For TR (Table Row) tags, you can adjust row color and borders
- For TD (Table Data) tags, you can change table text padding, margin, and decoration.
- For A (Link) tags, you can change the link padding, margin, and decoration in the text.
- For UL (Unordered List) and OL (Ordered List) tags, you can change the style of the list items.
- For HR (Horizontal Rule) tags, you can adjust the colors and borders.
- For IMG (Image) tags, you can adjust the colors and borders.

4 Click **OK**.

The changes will be immediately applied on the page.

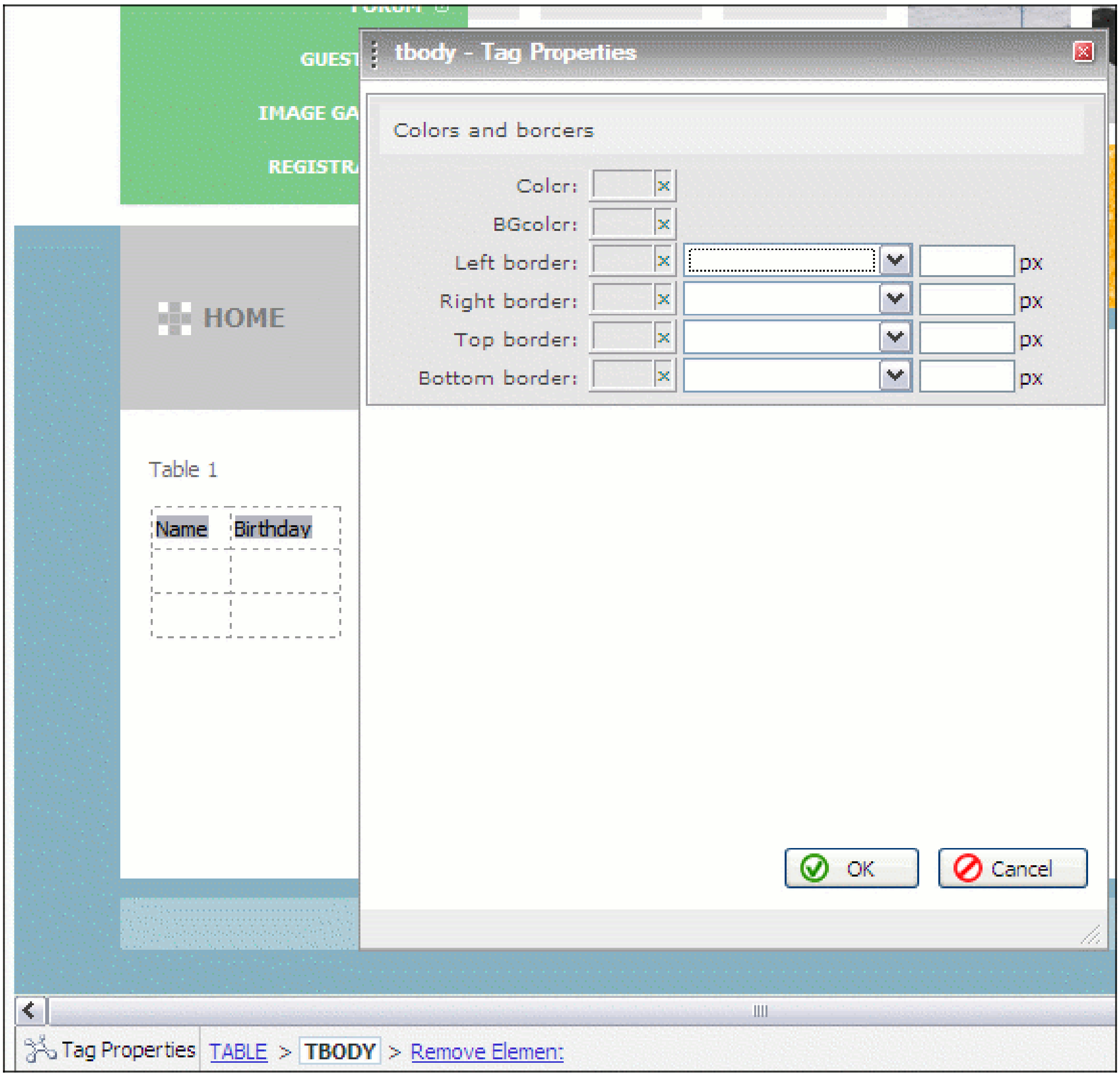

Figure 39: Modifying HTML Source of Web Pages

Working with Modules

In Sitebuilder, there are two types of modules:

- *Page modules*, or *special pages*. These modules are added to your site as separate web pages on the **Pages** step of Sitebuilder Wizard. There are the following special pages in Sitebuilder:
  - **Blog** (see page 70)
  - **Image Gallery** (see page 79)
  - **File Download** (see page 88)
  - **eShop** (see page 89)
  - **Flash Intro** (see page 123)
  - **Guestbook** (see page 125)
  - **Forum** (see page 129)
  - **Registration** (see page 137)

All page modules available in Sitebuilder are described in **Types of Pages** (on page 31). For instructions on how to include special pages in your site structure, refer to **Structuring Your Site** (on page 32).

- *Block modules*. These modules do not require dedicated site pages: they are inserted into ordinary text pages, and work as embedded functional blocks. There are the following block modules in Sitebuilder:
  - **Area Map** (see page 140). Allows you to insert fragments of geographical maps into site pages. You can choose between two third-party GIS engines: Google Maps API and Microsoft MapPoint Web Service.
  - **Feedback** (see page 147). Allows you to include a feedback form into the page.
  - **Online Status Indicator** (see page 150). Allows you to place an icon showing your ICQ or Skype status on your site.
  - **RSS Reader** (see page 152). Allows you to automatically load favorite news and information to you site from RSS news feeds (also called "channels").
  - **Voting** (see page 155). Allows to conduct polls and online surveys.
  - **Script** (see page 152). Allows you to add custom JavaScript or HTML code to your web pages.

  Block modules are added and configured on the **Edit** step of the Sitebuilder Wizard.

General rules for working with block modules are the following:

- You can add any number of block modules to a page.
- To insert a block module into a page, select the module icon in the **Modules** area on the right, click and drag it to the page where you want to insert the module.

- Block modules cannot be viewed directly on the **Edit** step. You can only configure block modules there. To preview block modules as they are displayed on your site, click **Preview**.

To delete a block module from the page, click **Remove Module** on the block module dialog box.

For details on configuring each particular module, see the corresponding sections further in this guide.

For information on how to operate with lists of objects appearing on module management screens, refer to section **Working with Lists** (on page 14).

In this section:

Adding Blog

A blog is a publicly accessible personal diary or journal, consisting of messages and comments. You can add a blog to your site and post you messages there. The visitors of your site can read your blog posts and give their comments. If you have lots of posts in you blog, you can subdivide them into categories for convenience.

➢ ***To add a blog to your site:***

1 Go to the **Pages** step.

2 Select **Blog** in the **Special pages** box.

3 Click .

You can add several blogs to your site.

➢ ***To proceed to setting up your blog:***

1 Go to the **Edit** step.

2 Select **Blog** in the **Site map** area.

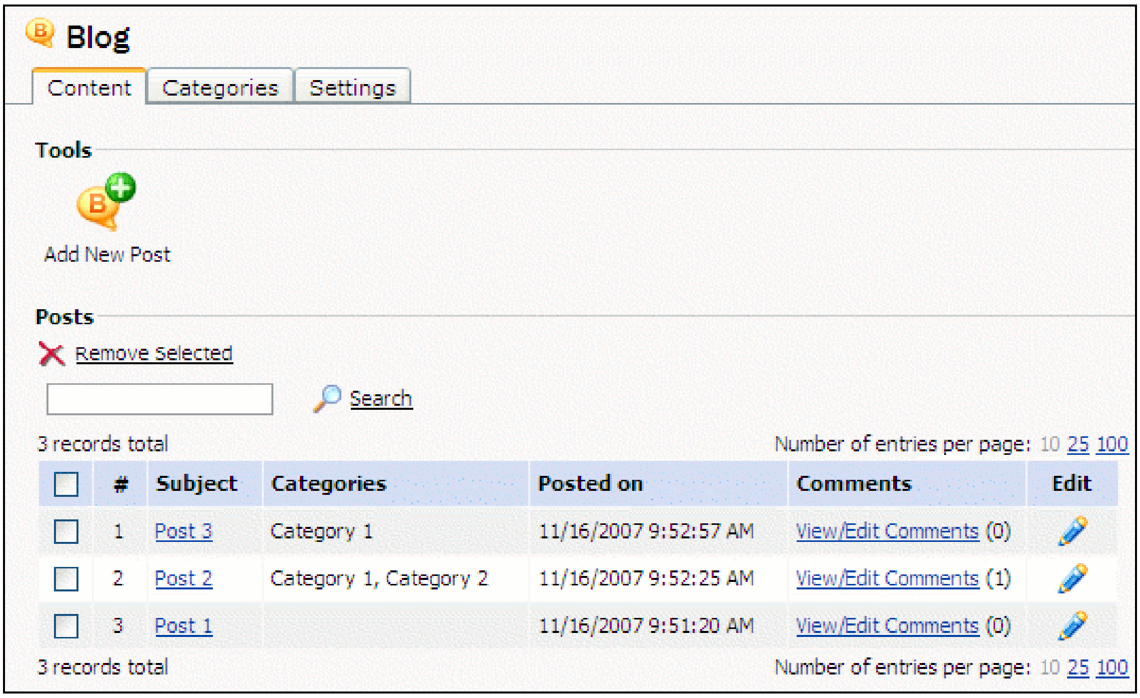

Figure 40: Blog Editor

In this section:

Managing Posts in Your Blog

After you add blog to your site, the next step is to fill it in with posts. The procedures of adding and managing your blog posts are described in the current section.

In this section:

Posting to Your Blog

➢ ***To add a blog post:***

1. On the **Blog** page, click the **Content** tab.
2. Click **Add New Post**.
3. Enter a post subject in the **Subject** field.
4. Enter post text in the **Content** field.
5. If you want to add an image to the post, click the **Image manager** icon, browse to an image file and click **Upload**.
6. Click **OK**.

At this stage, the list of categories is empty. After you **add some categories** (see page 75), you can refer the created message to a desired category or several categories.

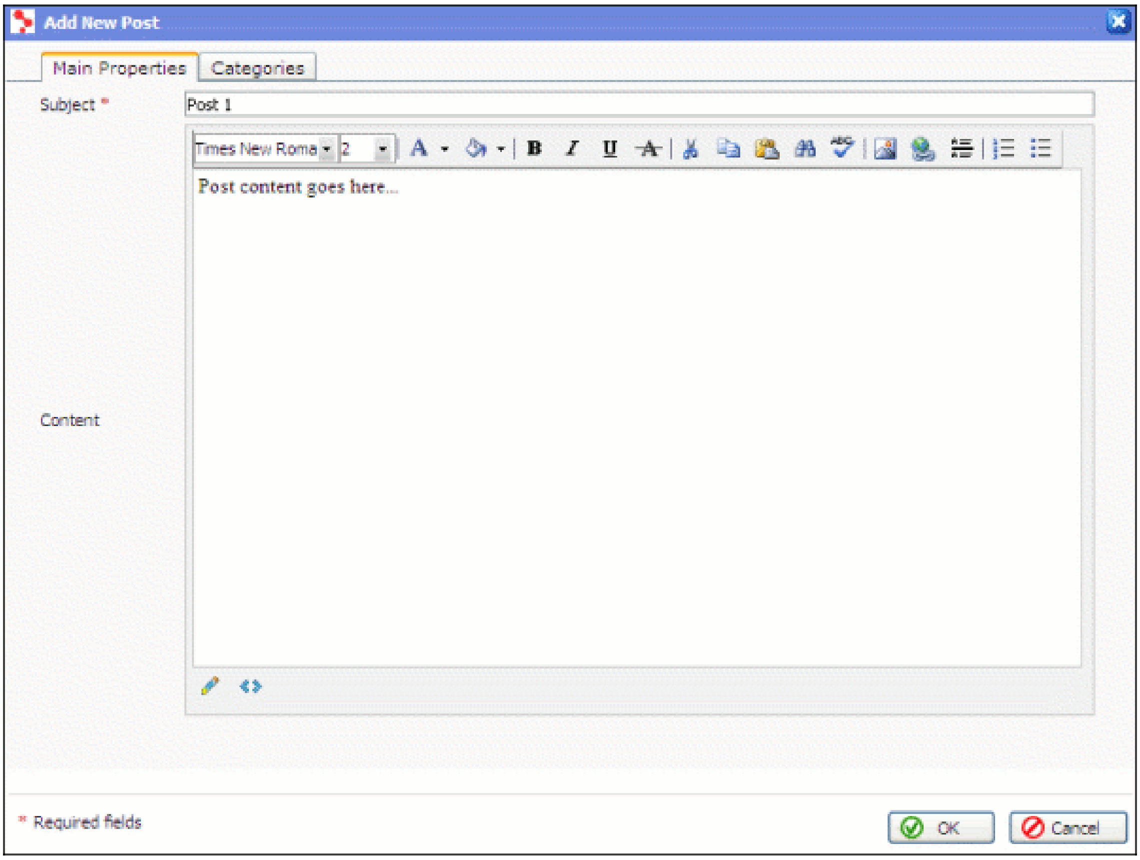

Figure 41: Posting to Your Blog

Editing Post

➢ ***To edit an existing blog post:***

1 On the **Blog** page, click the **Content** tab.

2 Click the **Edit** icon beside the post you want to edit.

3 Edit the post as desired.

4 Click **OK**.

Removing Post

➢ ***To remove a post from the blog:***

1 On the **Blog** page, click the **Content** tab.

2 Select the post you want to remove.

3 Click **Remove Selected**.

Managing Comments on Blog Posts

All your posted entries can be commented by your site visitors. You can edit and manage these comments, and add your own ones. The procedures of adding and managing your blog comments are described in the current section.

Note: To prevent automated computer generated spam comments, anonymous users will be required to enter a confirmation code to be able to comment on your blog.

In this section:

Adding Comment

➢ ***To add a comment:***

1 On the **Blog** page, click the **Content** tab.

2 Click **View/Edit Comments** beside the corresponding post.

3 Click **Add New Comment**.

4 Enter a comment subject in the **Subject** field.

5 Enter your name in the **Posted by** field.

6 Enter the text of the comment in the **Content** field.

7 Click **OK**.

To return to the list of posts, click **Back to Posts**.

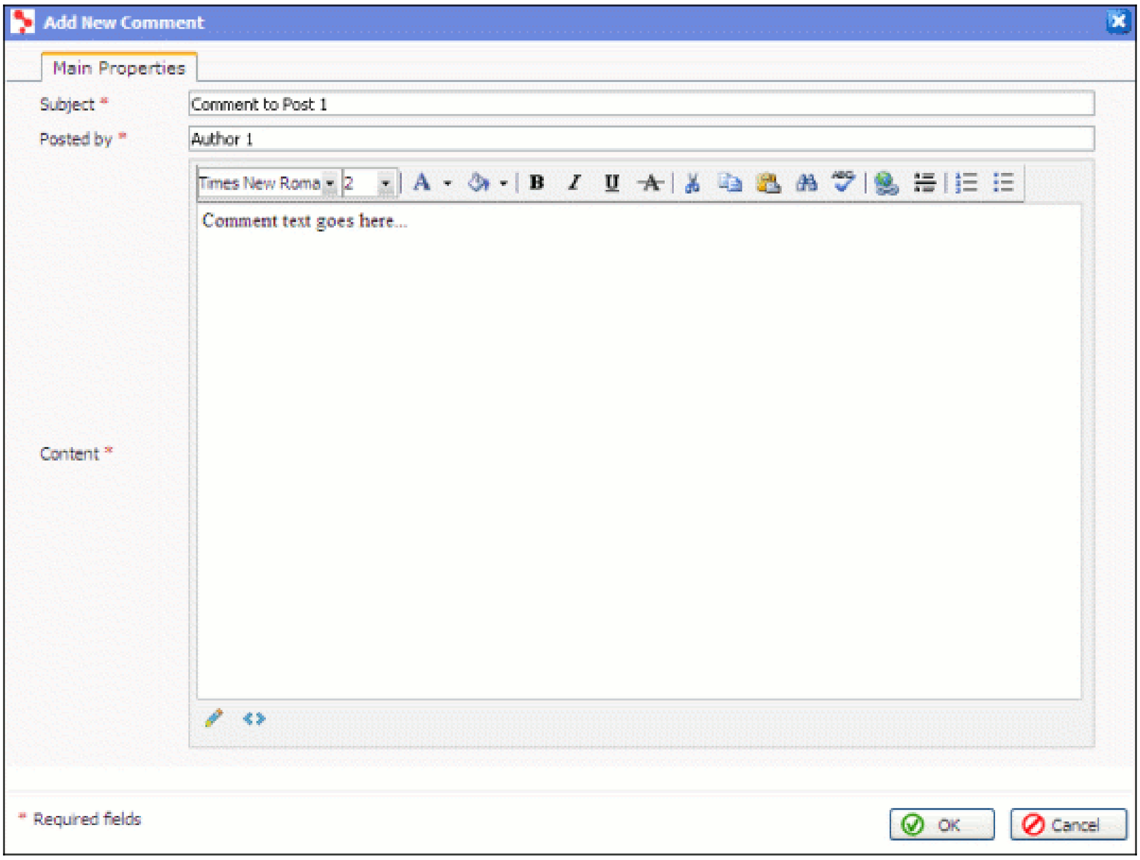

Figure 42: Adding a Comment to a Blog Post

Editing Comment

As a blog owner, you can edit both your and your blog visitors comments.

➢ ***To edit a comment:***

1 On the **Blog** page, click the **Content** tab.
2 Click **View/Edit Comments** beside the corresponding post.
3 Click the **Edit** icon beside the comment you want to edit.
4 Edit the comment as desired.
5 Click **OK**.

To return to the list of posts, click **Back to Posts**.

Removing Comment

➢ ***To remove a comment:***

1 On the **Blog** page, click the **Content** tab.
2 Click **View/Edit Comments** beside the corresponding post.
3 Select the comment you want to remove.
4 Click **Remove selected.**

To return to the list of posts, click **Back to Posts**.

Managing Categories of Blog Posts

After you add some messages to your blog, you can group them by the discussed subject. In Sitebuilder, these subjects are called *categories*. See the following sections to learn how to create and manage categories.

In this section:

Adding Category

➢ ***To add a category:***

1 On the **Blog** page, click the **Categories** tab.

2 Click **Add New Category**.

3 On the **Main Properties** tab, enter a name for the new category in the **Name** field.

4 From the **Position in list** list, select under which number the category should appear on the site page.

5 If you want to provide a short description for the category, enter it on the **Description** tab.

6 Click **OK**.

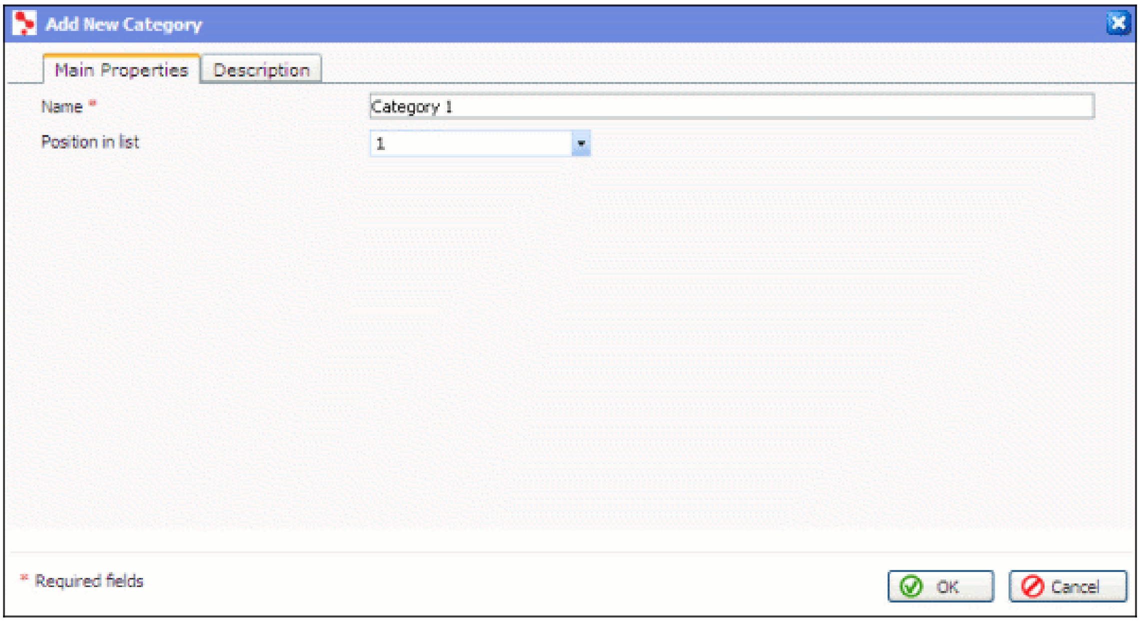

Figure 43: Adding a Category for Blog Posts

Editing Category

➢ ***To edit a category:***

1 On the **Blog** page, click the **Categories** tab.

2 Click the **Edit** icon beside the category you want to edit.

3 Edit the category properties as desired.

4 Click **OK**.

Changing Order of Categories

You can change the order of categories as they appear in your blog by moving particular categories up and down in the list.

➢ ***To move a category up or down in the list:***

1 On the **Blog** page, click the **Categories** tab.

2 Click an upward or a downward arrow against the category name.

One click on the icon moves the category one position up or down respectively.

For categories which have reached the topmost or the bottom position of the list, the upward or downward arrows are not displayed, correspondingly.

Removing Category

➢ ***To remove a category:***

1 On the **Blog** page, click the **Categories** tab.

2 Select a category you want to remove.

3 Click **Remove Selected.**

Note: After a category is removed, all posts which have been assigned to it remain in the blog.

Setting Up Blog Appearance

➢ ***To set up the appearance of your blog:***

1 On the **Blog** page, click the **Settings** tab.

2 Enter the maximum number of posts on one blog page in the **Posts per page** field.

3 Enter the maximum number of comments to be displayed on one post page in the **Comments per page** field.

4 Enter the maximum number of symbols a post summary can contain in the **Post summary truncation limit** field.

To preview your blog page appearance, click **Preview** at the bottom of the Sitebuilder window and go to the blog page of your web site.

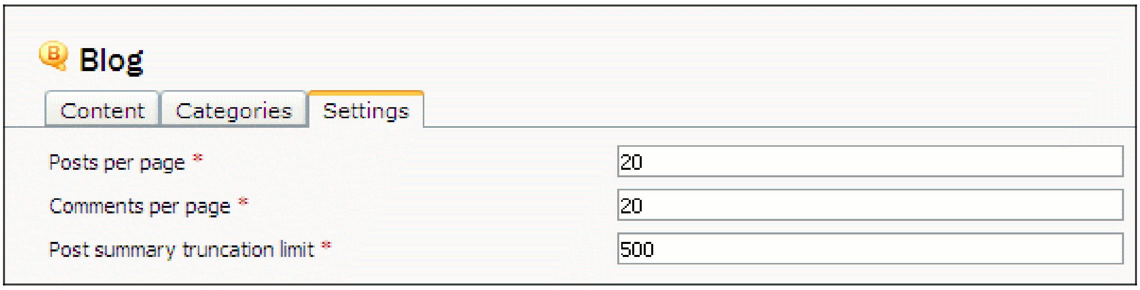

Figure 44: Setting Up Blog Appearance

Adding Image Gallery

The **Image Gallery** module allows you to place an image gallery or a photo album on your site in an easy and comfortable way. You can upload images, describe and categorize them, set the order of images, etc.

➢ ***To add an image gallery to your site:***

1 Go to the **Pages** step.

2 Select **Image Gallery** in the **Special pages** box.

3 Click .

You can add several image galleries to your site.

➢ ***To proceed to setting up your image gallery:***

1 Go to the **Edit** step.

2 Select **Image Gallery** in the **Site map**.

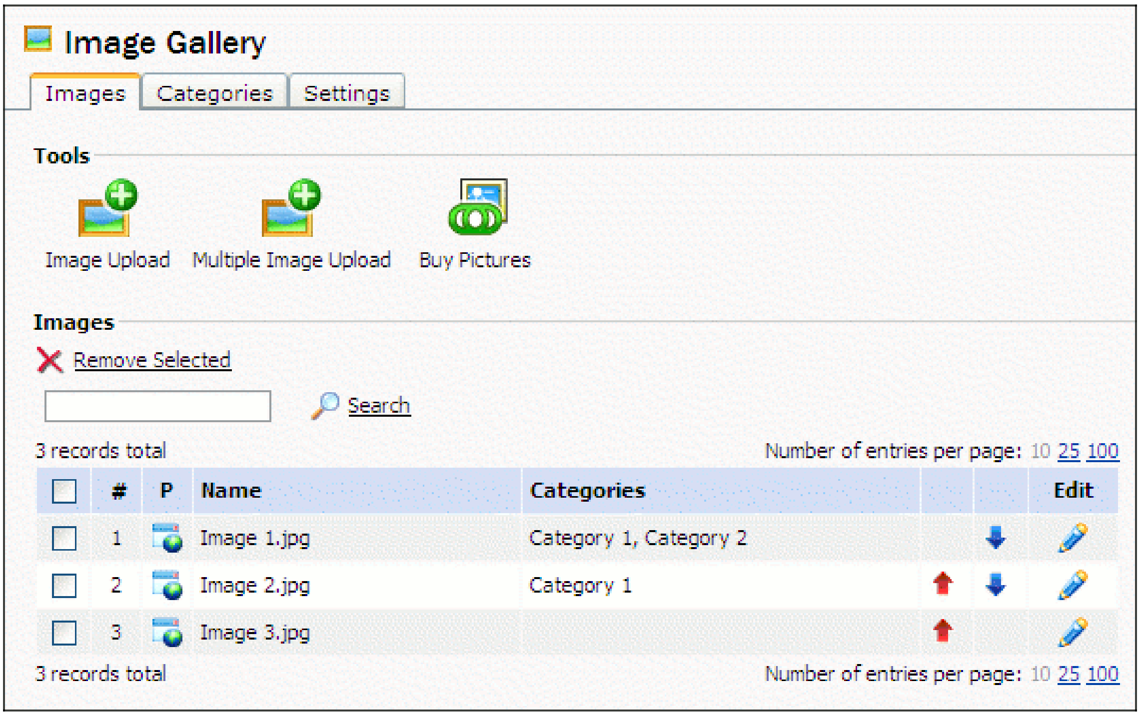

Figure 45: Image Gallery Editor

In this section:

Managing Images

After you add an image gallery to your site, the next step is to fill it in with images. The procedures of managing images are described in the current section.

In this section:

Uploading Images

Sitebuilder Image Gallery supports images in *.jpg, *.gif, and *.png formats. To ensure correct operation of the module, we do not recommend uploading images of more than 3 MB in size.

➢ ***To upload one image at a time:***

1 On the **Image Gallery** page, click **Image Upload** on the **Images** tab.

2 On the **Main Properties** tab, enter an image title in the **Name** field.

3 From the **Position in list** list, select under which number the image should appear on the page.

4 Click **Browse**, select an image file on your computer and click **Open**.

5 Click **Upload**. The uploaded image is displayed in the **Preview** area.

6 If you want to provide a short description for the image, click the **Description** tab and enter a text of your choice.

7 Click **OK**.

At this stage, the list of categories is empty. After you **add some categories** (see page 85), they appear on the **Categories** tab and you can refer the image to a desired category or several categories.

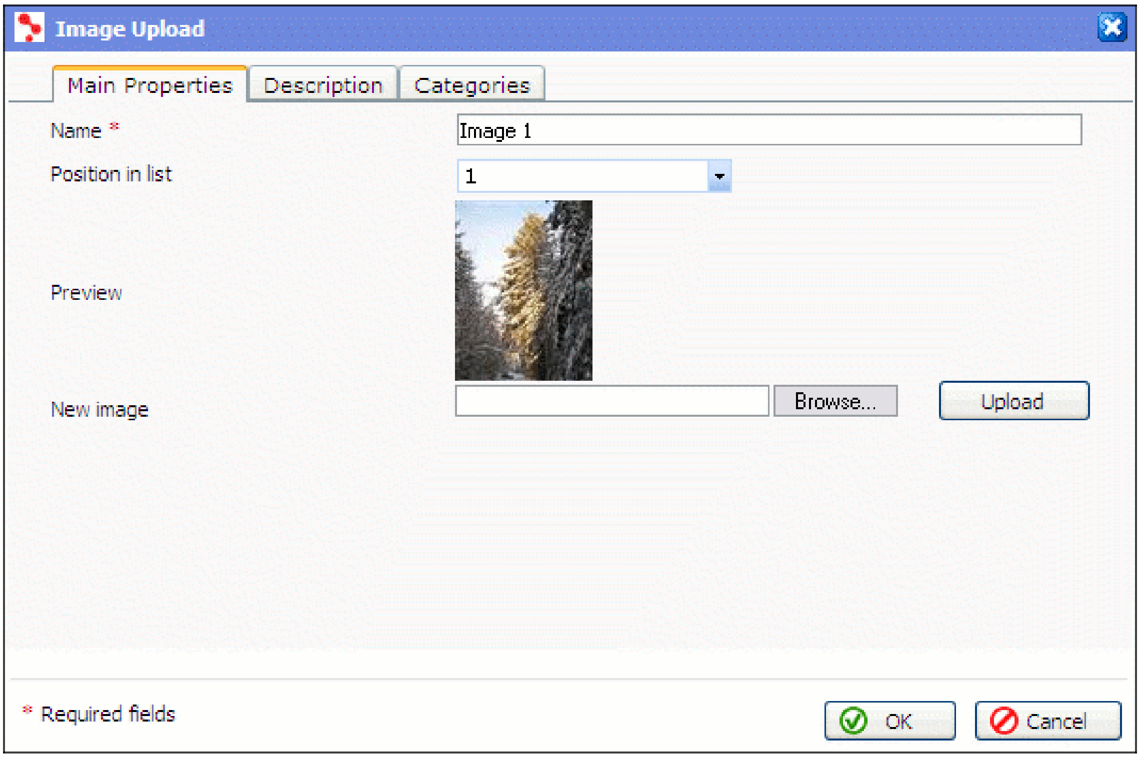

Figure 46: Uploading Images

Sitebuilder provides a possibility of batch image upload, allowing to publish many images at once. You can upload the images from your local file system, and perform a group resize operation on them. The maximum size of the batch is determined by the disk space on the publishing server.

➢ ***To upload multiple images:***

1 Arrange the images you want to upload in one folder on your computer.

2 On the **Image Gallery** page, click **Multiple Image Upload** on the **Images** tab.

   Multiple image upload requires ActiveX Control to be installed in your browser. If the required component is missing from your browser, you will be prompted to install it. Follow the on-screen instructions to install the component.

   If you fail to install required components, click the **If you do not see the Multiple Image Upload window, click here** shortcut to open simplified image upload dialog where you can upload 10 images at once.

   If the required component is successfully installed, perform the following steps.

3 In the left frame of the **Add New Images** window, navigate to the required folder in your local file system

4 Select the images you want to upload.

   When selecting images, follow these guidelines:

   - To select or deselect an image, click it.
   - To select all images in the folder, click **Select All**.
   - To deselect all images, click **Deselect All**.

5 From the **Upload to category** list, select a category to refer images to:

   - If you have already created a category for your images, select the required category from the list.
   - If you want to create a new category for the images, select **Create new category** and type the category name in the field that appears.
   - If you do not want to refer images to any category, select **No category**.

6 If necessary, from the **Resize large images to** list, select the dimensions the uploaded images should be resized to.

7 Click **Upload**.

8 After the upload is complete, click **OK** on the progress bar and on the screen.

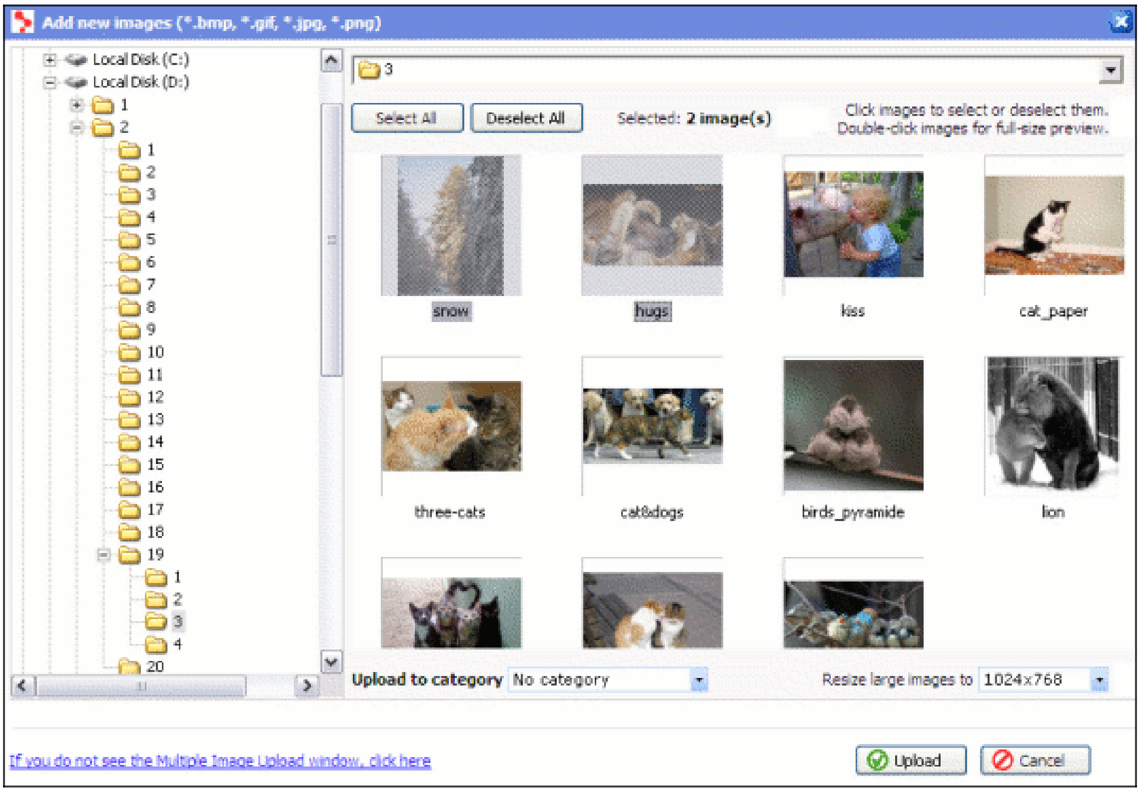

Figure 47: Uploading Multiple Images

Previewing Images

➢ ***To preview an image:***

1 On the **Image Gallery** page, click the **Images** tab.

2 Click the **Preview** icon against the image you want to preview.

The image opens in a new window.

Editing Image Properties

➢ ***To edit an image:***

1 On the **Image Gallery** page, click the **Images** tab.

2 Click the **Edit** icon against the image you want to edit.

3 Configure the image parameters as desired.

4 Click **OK**.

Changing Order of Images

You can change the order in which images appear on the site page by moving particular images up and down in the list.

➢ ***To move an image up or down in the list:***

1 On the **Image Gallery** page, click the **Images** tab.

2 Click an upward or a downward arrow against the image name.

One click on the icon moves the image one position up or down respectively.

For images which have reached the topmost or the bottom position of the list, the upward or downward arrows are not displayed, correspondingly.

Removing Image

➢ ***To remove an image:***

1 On the **Image Gallery** page, click the **Images** tab.

2 Select the image you want to remove.

3 Click **Remove Selected**.

Managing Categories of Images

You can use image categories to better organize your images. An image category is a group of images in the gallery, which have something in common. One image may belong to one or several categories at the same time. Splitting images into categories is especially convenient when you have a large number of images. See the following sections to learn how to create and manage categories.

In this section:

Adding Category

➢ ***To add a category:***

1. On the **Image Gallery** page, click the **Categories** tab.
2. Click **Add New Category**.
3. On the **Main Properties** tab, enter a name for the new category in the **Name** field.
4. From the **Position in list** list, select under which number the category should appear on the page.
5. If you want to add an image to be displayed beside the category name, click **Browse**, select an image file on your computer and click **Open**, then click **Upload**.

   The uploaded image is displayed in the **Preview** area.
6. If you want to provide a short description for the category, enter it on the **Description** tab.

   Site visitors see this description beside the category name.
7. Click **OK**.

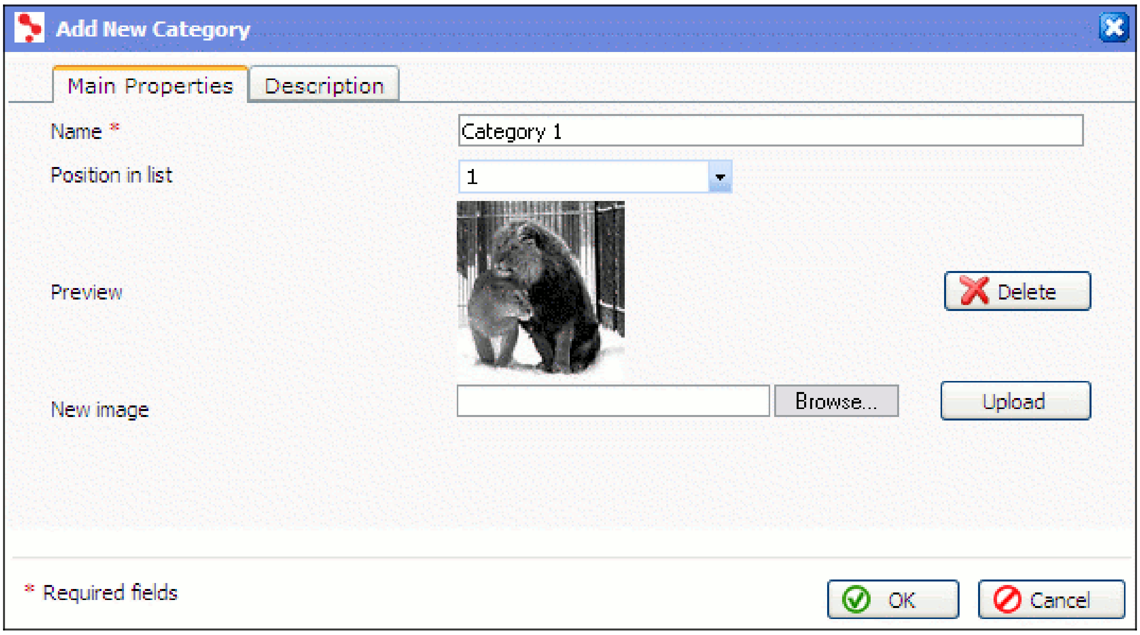

Figure 48: Adding a Category for Images

Editing Category

➢ ***To edit a category:***

1 On the **Image Gallery** page, click the **Categories** tab.

2 Click the **Edit** icon beside the category you want to edit.

3 Configure the category parameters as desired.

4 Click **OK**.

Changing Order of Categories

You can change the order in which categories appear in your gallery by moving particular categories up and down the list.

➢ ***To move a category up or down in the list:***

1 On the **Image Gallery** page, click the **Categories** tab.

2 Click an upward or a downward arrow against the category name.

One click on the icon moves the category one position up or down respectively.

For categories which have reached the topmost or the bottom position of the list, the upward or downward arrows are not displayed, correspondingly.

Removing Category

➢ ***To remove a category:***

1 On the **Image Gallery** page, click the **Categories** tab.

2 Select the category you want to remove.

3 Click **Remove Selected.**

Note: After a category is removed, all images which have been assigned to it remain in the gallery.

Setting Up Image Gallery Appearance

➢ ***To set up image gallery appearance:***

1 On the **Image Gallery** page, click the **Settings** tab.

2 In the **Images per page** field, enter a number of images to be displayed on one page.

To preview your image gallery, click **Preview** at the bottom of the Sitebuilder window and go to the image gallery page of your web site.

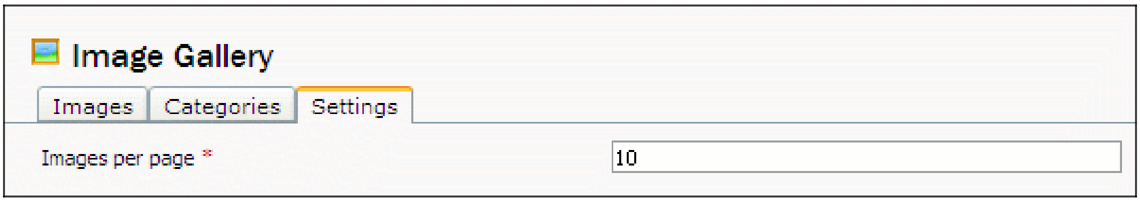

Figure 49: Setting Up Image Gallery Appearance

Providing Content for Download

The **File Download** module allows to provide various content for download to your site visitors. The file format is arbitrary; the maximum size of the file is determined by parameters of your network.

➢ ***To add the** File Download **module to your site:***

1 On the **Pages** step, select **File Download** in the **Special pages** box.

2 Click >.

You can place only one file on the **File Download** page. If you wish to provide several files for download, add as many **File Download** pages to your site map as necessary.

➢ ***To upload a file you wish to provide for download:***

1 On the **Edit** step, select **File Download** in the **Site map** area.

2 Click **Browse**, select a file and click **Open**.

3 Click **Upload**.

4 Specify a name for the file in the **File name** field.

Under this name the file will be displayed to site visitors. By default, it is the original name of the uploaded file.

Note: National characters in file extensions are not supported. If your file extension contains national characters, replace them with Latin characters.

---

5 If you want to leave your site visitors the choice to open or save the file, leave the **Open file in browser** option unselected.

If you want the file just to open in a visitor's browser window, select the **Open file in browser** option.

In the upper part of the screen you will see the results of the operation and the file size.

To replace the uploaded file, click **Browse** once again and select another file.

To ensure that the provided setup works correctly, you can perform a test download of the file. To do so, click the **Download** shortcut.

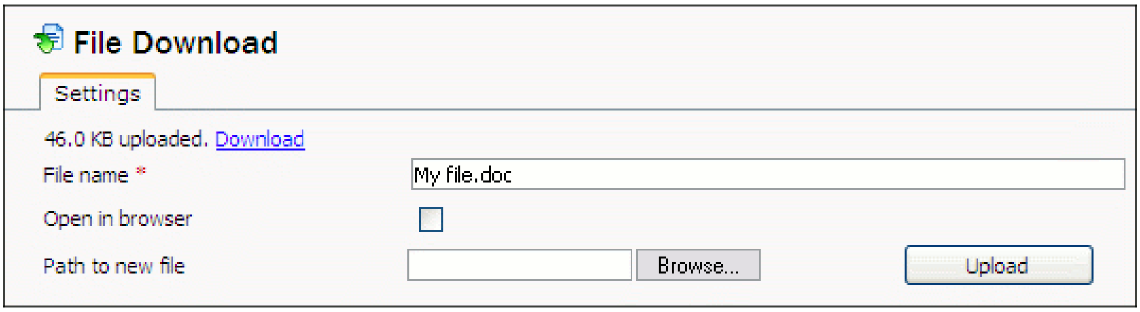

Figure 50: Providing Content for Download

Adding Online Store

In Sitebuilder you can set up your own online store by adding the **eShop** module into your site.

You, as the online store owner, can offer your customers a feature-rich product catalog, accept online payments from buyers, and manage orders submitted by them. You can integrate your e-commerce resource with various payment gateways, so that customers can pay for their purchases using their credit cards.

➢ ***To add an online store to your site:***

1 Go to the **Pages** step.

2 Select **eShop** in the **Special pages** box.

3 Click .

You can set up several online stores on your site by adding as many eShop page modules to your site structure as necessary. Currency, payment settings, lists of categories and products you create in different eShop modules are independent of each other.

➢ ***To proceed to setting up your online store:***

1 Go to the **Edit** step.

2 Select **eShop** in the **Site map** area.

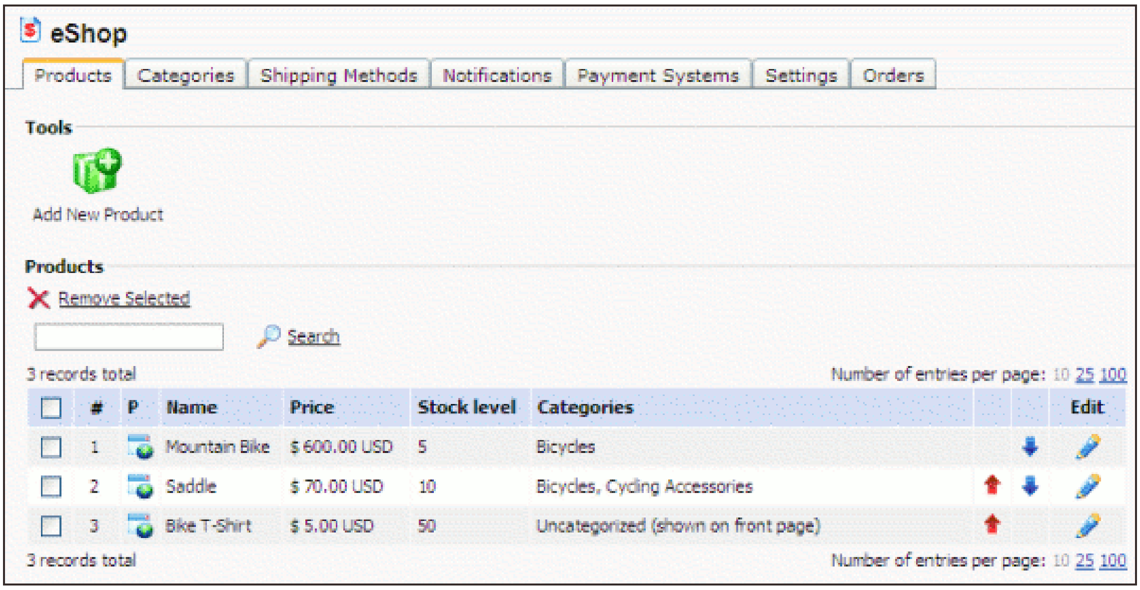

Figure 51: Online Store Editor

In this section:

Managing Products

After you add the eShop module to your site, the next step is to populate it with products. The procedures of adding and managing products are described in the current section.

In this section:

Adding Product to Catalog

➢ ***To add a new product:***

1 On the **eShop** page, go to the **Products** tab.

2 Click **Add New Product.**

3 Enter the name under which the product is displayed in the catalog in the **Name** field.

4 Enter the product price in the **Price** field (it will be displayed to site visitors in the currency and format you select on the **Payment Systems** tab).

5 If you want to control the flow of goods as you ship them to customers and refill the stock, enter the quantity of this product on stock in the **Stock level** field.

(By default, stock level tracking is enabled in your eShop. If you do not wish to use this feature, you can disable it in your online store settings (**eShop** > **Settings** tab > **Enable stock level tracking** check box). Product stock quantity remains visible on the **Products** tab of your online store settings, but the quantity is not recalculated after you change the order status.)

The stock level calculation is performed according to the following rules:

- When your customer buys a certain quantity of products in your online store, the fact of the purchase does not affect the product quantity record. Only after you, as the online store owner, manually change the customer's order status to **Processed** or **Completed**, the quantity of items in the order is subtracted from the stock quantity record.
- If later you change either of these two statuses to any other order statuses in Sitebuilder (**Backorder**, **Failed**, **Cancelled**, etc.), the order quantity is added back to the quantity record.

Stock level is not shown to your online store customers: it is intended for your internal use only, so even if the quantity of the product turns to "0" (zero), your customers will still be able to buy the product in any quantity they choose.

6 If you do not wish to sell the product, just to display information about it, select the **Advertise only** check box.

Your e-shop buyers won't be able to add this product to their carts.

7 If you want to upload an image of the product, click **Browse**, navigate to the image file and click **Upload**.

Later you can preview this image on the **Products** tab of your e-shop by clicking the icon for this product.

In your online store catalog, the image is shown:

- Beside the product name and description on the catalog page
- On the product page

8 If you want to add a short description of the product, enter it in the **Brief description** text box.

The brief product description is displayed on the catalog page.

9 If you want to accompany your product with a detailed description, enter it in the **Full description** text box.

The full product description is displayed on the product details page.

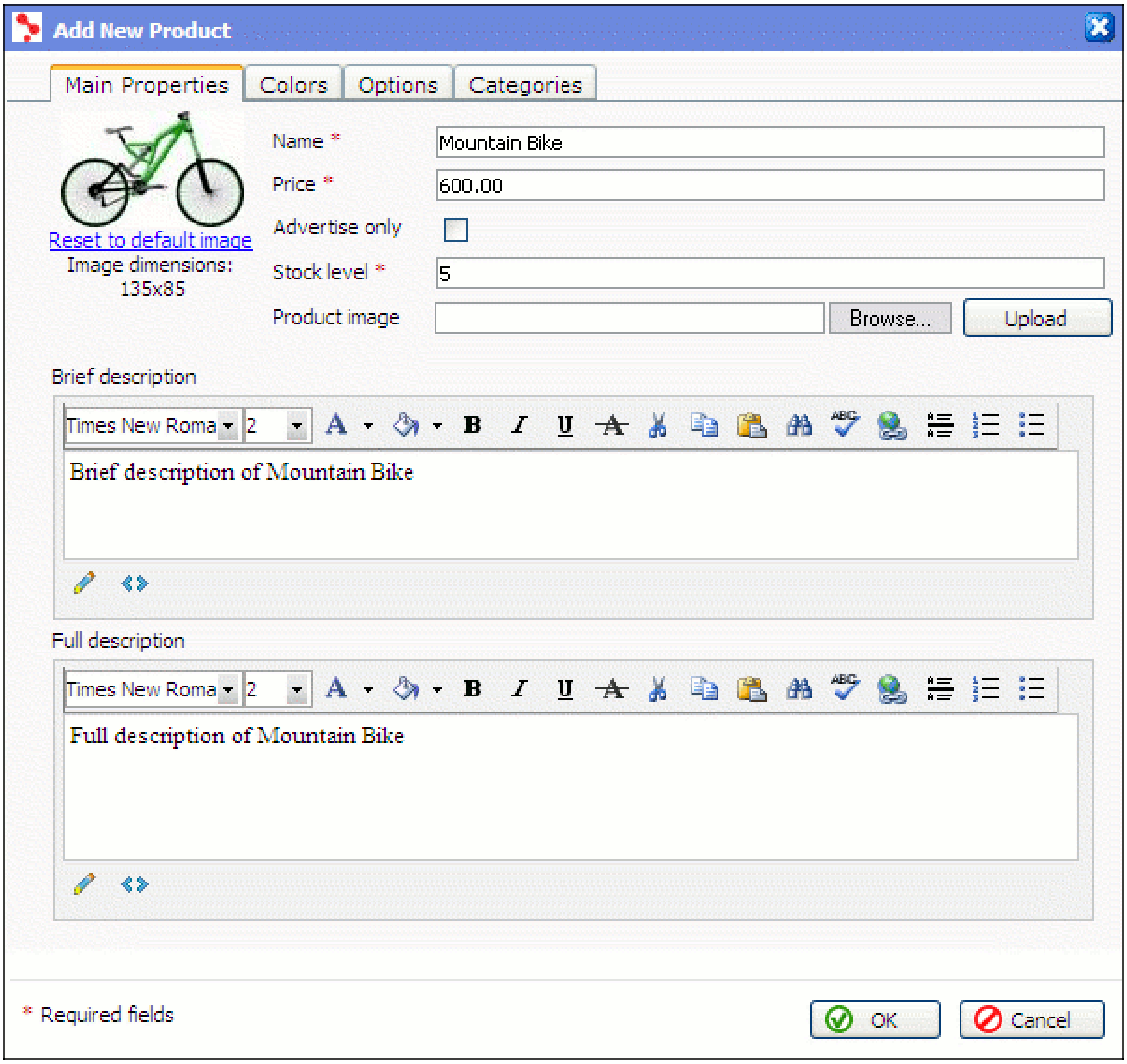

Figure 52: Adding a Product to Catalog

10 If you wish to specify several color options for the product, go to the **Colors** tab and click **Add New Color**.

- In the **Color name** field, specify a name that will be easy for you to associate with this color.
- Click the  icon and choose a desired color from the palette. The color HEX code automatically appears in the **Color value** field.
- If you wish to upload a separate image illustrating the specified color modification of the product, click **Browse**, navigate to the image file and click **Upload**. The thumbnail is shown on the product page after a visitor clicks on the corresponding color icon.

Note: If later you wish to remove the color modification image, click the **Reset to default image** shortcut for the corresponding color on the **Colors** tab. In the catalog, the main product image (the one from the **Main Properties** tab) is shown for this color modification.

- To set the order in which color options are displayed, use the upward and downward arrows.
- To remove a color option, click against the corresponding option.

  Available color options are shown both on the main catalog page and on the product page.

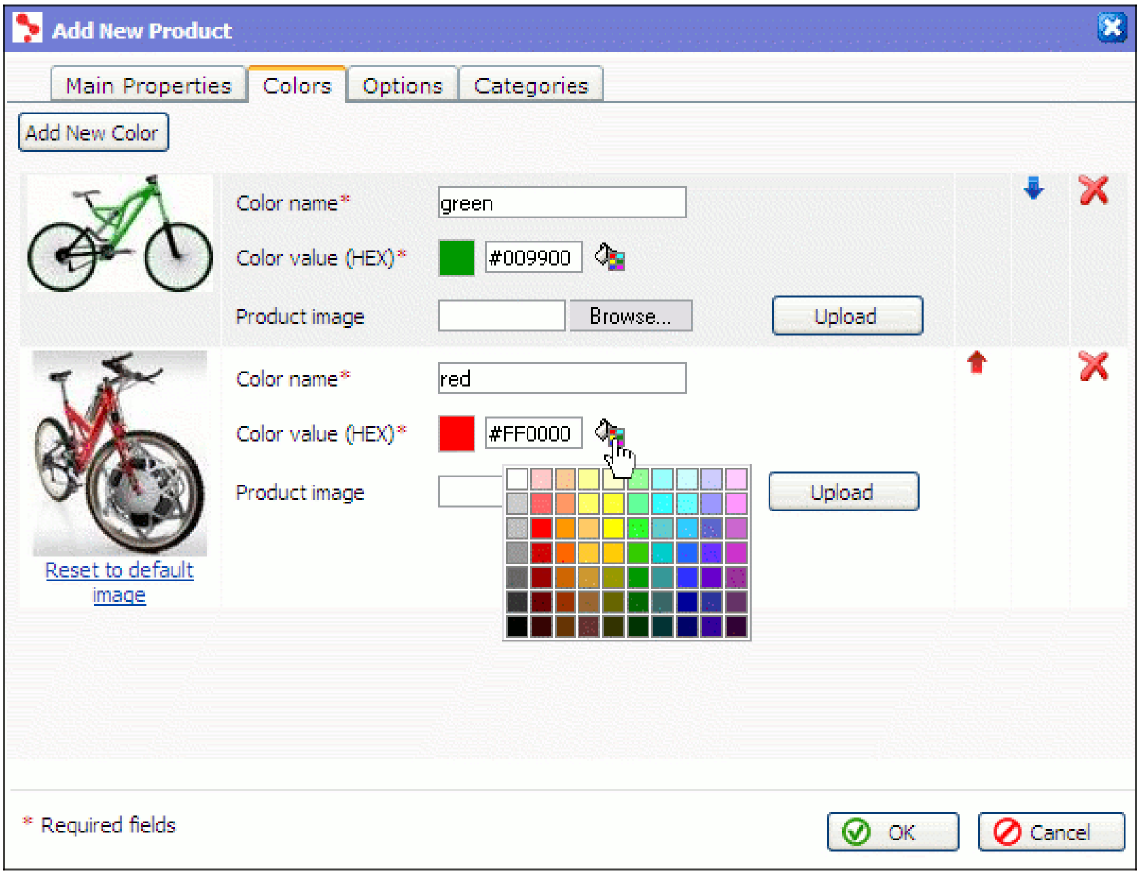

Figure 53: Adding Color Options for a Product

11 If you wish to specify other product options (such as size, manufacturer, etc.), go to the **Options** tab, select the option type from the drop-down list (**Apparel size**, **Shoe size** (**US**, **UK**, **EU**), or **Custom option**), and click **Add New Option**.

- For regular product options (**Apparel size**, **Shoe size** (**US**, **UK**, **EU**), Sitebuilder offers their predictive suggestions which you can edit as desired.

Note: In the **Name in RSS feed** field, Sitebuilder automatically inputs a Google Base RSS 2.0 attribute. This attribute may be useful if later you wish to **Upload your catalog to the Google Base service** (see page 114), to ensure your products rank higher in main Google searches.

If you wish to **provide your product catalog as an RSS feed** (see page 119), you can input any XML tag which is understandable by the RSS reader used by the party you supply the feed to.

- For custom options, specify a name for the option in the **Name in catalog** field and enter modifications in the **Values** field (separated by comma or semicolon). If necessary, specify a Google Base attribute (see **Appendix** (on page 163)), or any XML tag in the **Name in RSS** field.
- To set the order in which options are displayed, use the upward and downward arrows.
- To remove an option, click against the corresponding option.

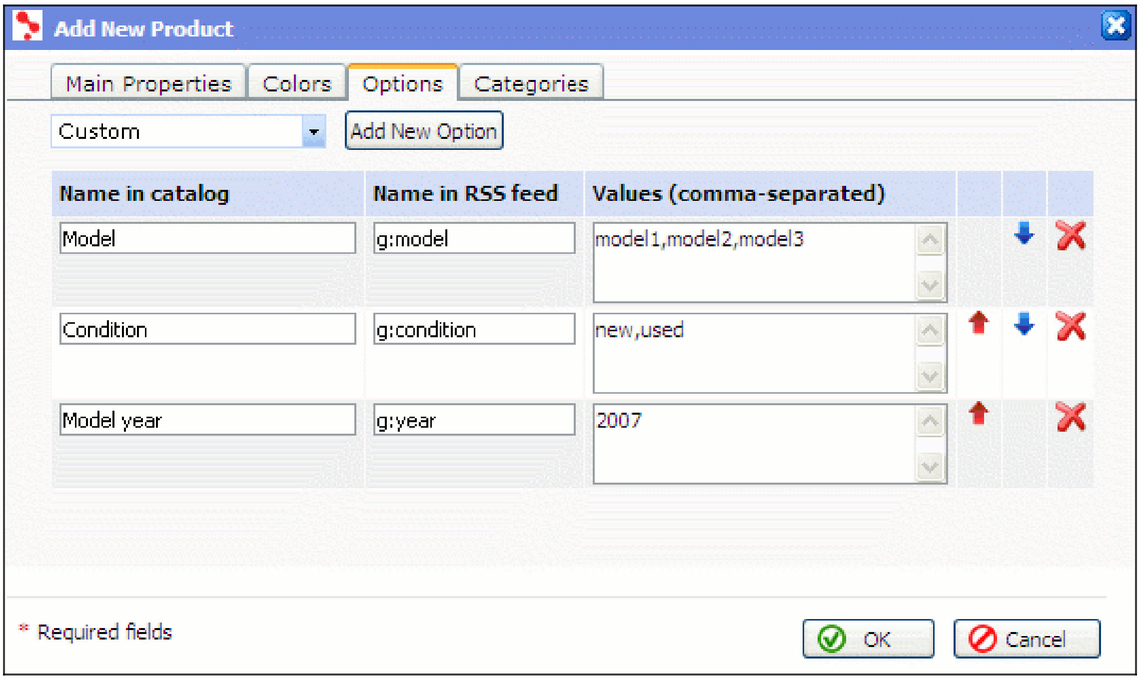

Figure 54: Adding Product Options

12 If you wish to refer a product to a category (or categories), go to the **Categories** tab and select the appropriate categories.

At this stage, the list of categories is empty. After you **add some categories** (see page 101) of your own, or **edit the existing ones** (see page 102), you can refer the created product to a desired category.

13 Click **OK**.

Previewing Your Catalog

Once you add a product to your catalog, you can preview it and make a test purchase to see how your customers will navigate your online store and place their orders. To do so, click the **Preview** button at the bottom of Sitebuilder window and navigate to the online store page.

For each product, the following details are displayed to your site visitors:

- *Product name*. By clicking it a visitor proceeds to the product details page.
- *Product image thumbnail*, if uploaded.
- *Brief product description*, if specified.
- *Product color options*, if specified (displayed as square icons of appropriate color).
- *Other options* of the products, if specified (for example, size).
- *Product price*, given in the currency of your online store (see **Setting Currency and Price Format**).

  If the product is set as an "*advertise only*" item and its price is set to ' 0 ' (zero), price is not shown for this product. For sellable products with zero price, price is shown as ' 0.00 '.
- Actions available for the product:
  - For products which have no color and other options specified - the **Add to Cart** and **Buy** buttons.
  - For products which allow several options to choose from - the **Select and Buy** button, which leads to the product page.

  If the product is set as an "*advertise only*" item, no action buttons are displayed.

Figure 55: Catalog Front Page

By clicking the product name, your site visitor gets to the product page on which the following information is shown:

- *Product name*.
- A *large product image*.
- *Full product description*.
- *Product color options*, if specified. For each color option, your visitors will see:

  - A clickable icon of appropriate color. Clicking an icon will display the image of the product for this color modification (if uploaded).
  - The color name you specified while adding this color option.
- *Other options* of the product, if specified. Each option is shown as a drop-down list from which visitors select a desired value.
- *Product price*.
- The **Add to Cart** and **Buy** buttons.
- The **Back** shortcut.

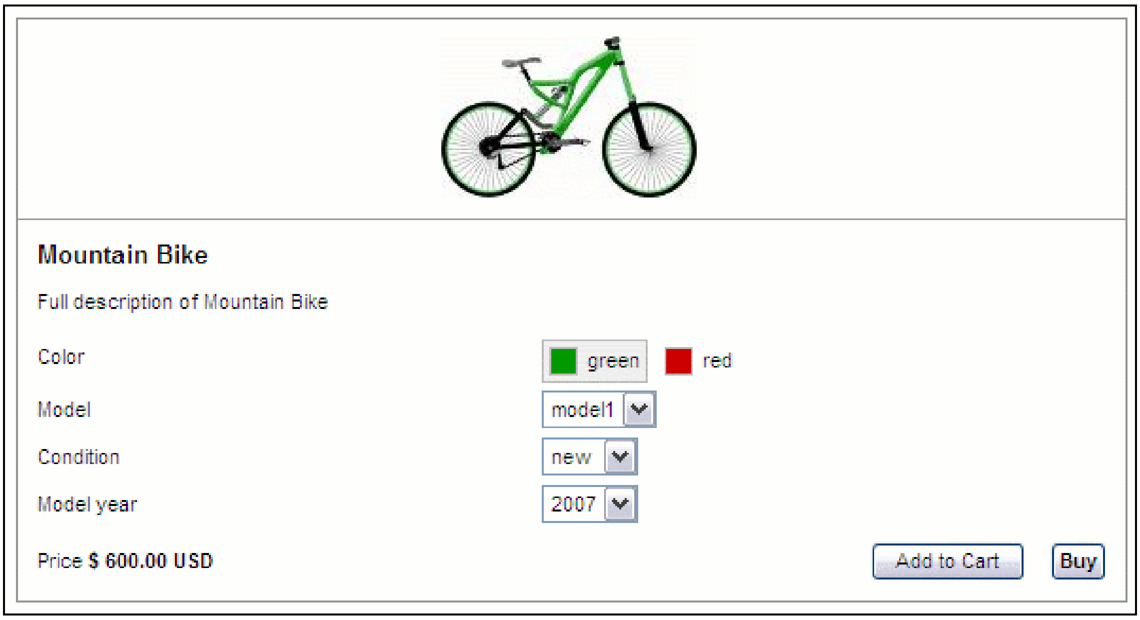

Figure 56: Product Details Page

When your customers click **Add to Cart** for a certain product in the catalog, this product is added to their shopping cart. Having filled the cart, customers click **Buy** to proceed to the shopping cart itself and actually purchase the items.

The first page of your shopping cart displays the following details:

- For each product: the product name and color/other options, price per item, quantity, and the product subtotal (quantity x price). Customers can specify any quantity for each product they want to purchase, or, if necessary, delete items from the shopping cart by clicking **Delete** or by setting "0" in the **Quantity** field.
- The order total (without shipping).

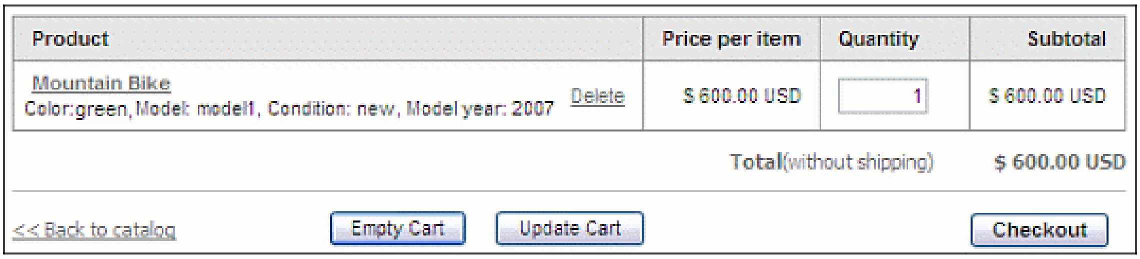

Figure 57: Precheckout Page

On the second page of the cart, your buyers are asked to fill in their contact information, select a payment method and a shipping cost (if you have previously specified any shipping costs).

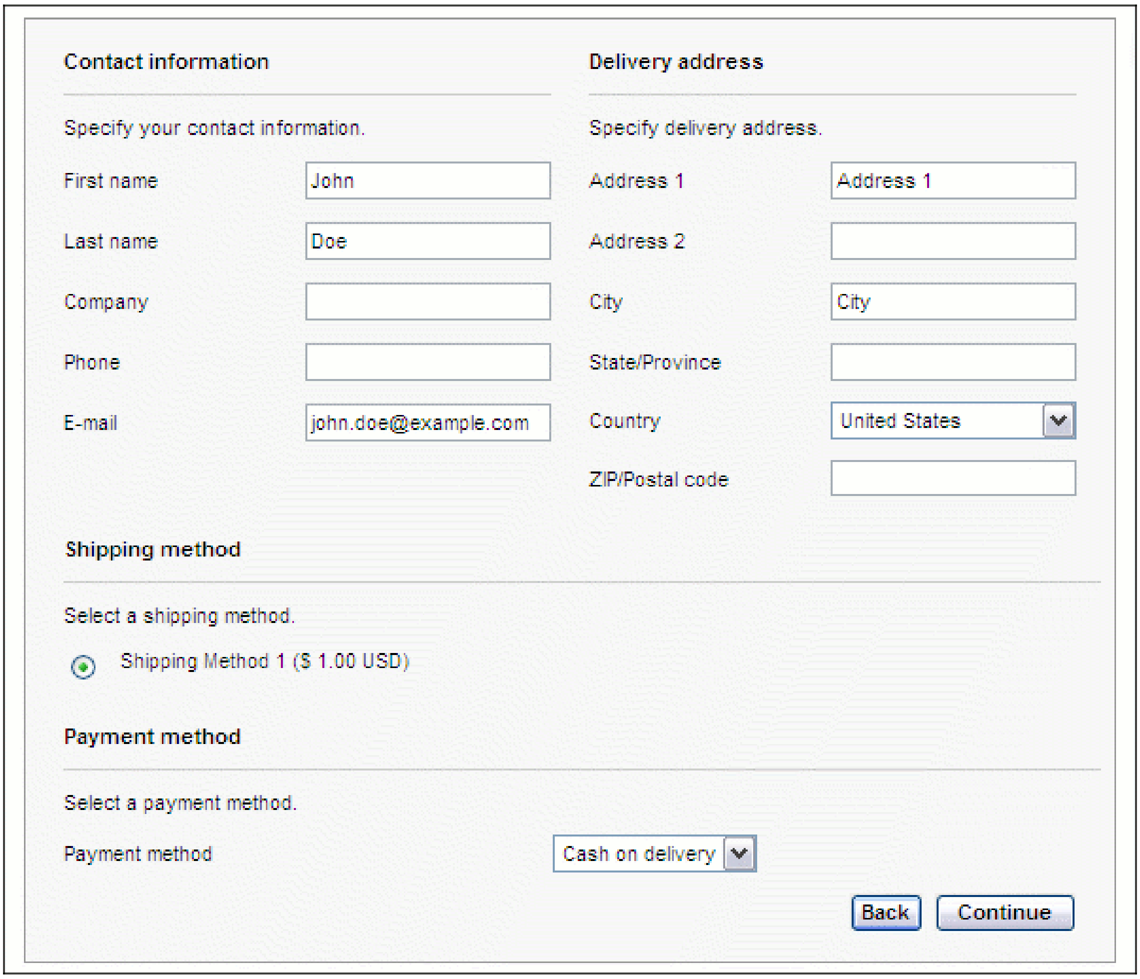

Figure 58: Checkout Page

On the last page of your shopping cart, a buyer sees their full purchase details, including the shopping cart contents, contact details, selected payment and shipping methods. The buyer can edit any of these data. If you, as the online store owner, have specified your Terms of service, they are also displayed on this final page.

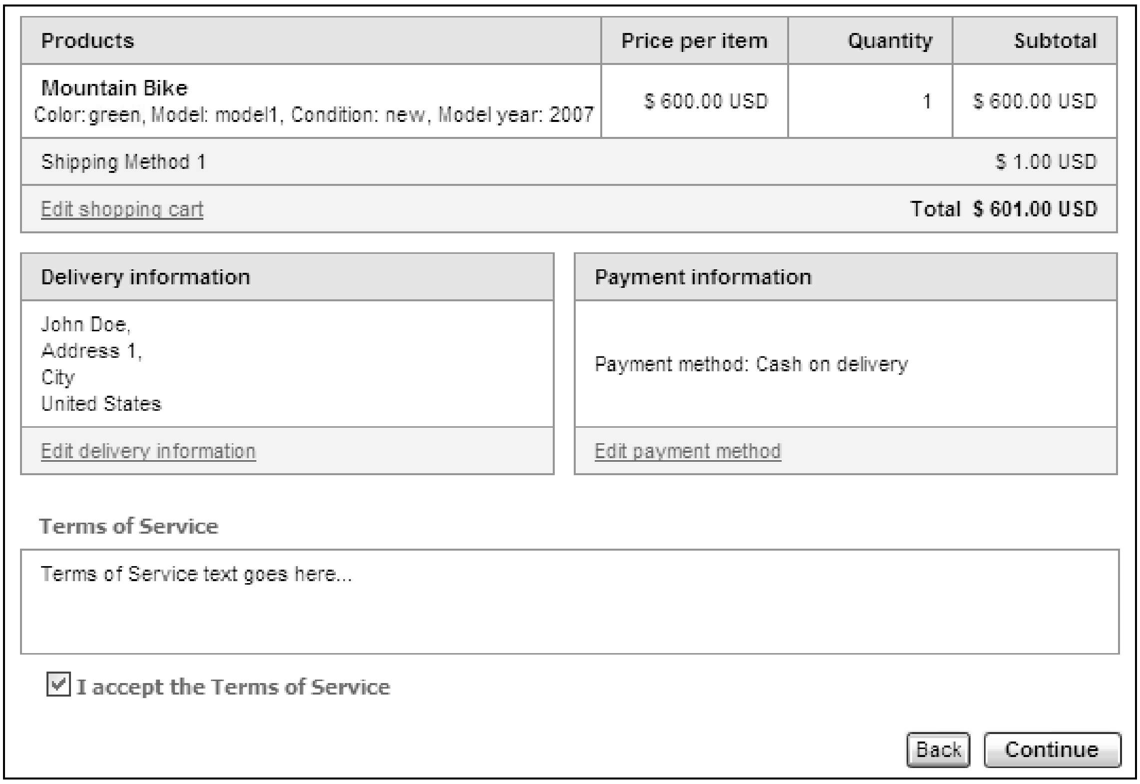

Figure 59: Final Checkout Page

By clicking **Continue** buyer completes the purchase. An order is placed in Sitebuilder (with a **New** status), order confirmation is sent to the customer's e-mail, and a payment transaction is initiated (in case one of the online payment options was chosen).

Editing Product Properties

➢ ***To edit the properties of a product:***

1 On the **eShop** page, click the **Products** tab.

2 Click the **Edit** icon beside the product you want to edit.

3 Configure the needed product parameters.

4 Click **OK**.

Changing Order of Products

You can change the order in which products appear in your catalog by moving particular products up and down in the list.

➢ ***To move a product up or down in the list:***

1 On the **eShop** page, click the **Products** tab.

2 Click an upward or a downward arrow against the product name.

One click on the icon moves the product one position up or down respectively.

For products occupying the topmost or the bottom position of the list, the upward or downward arrows are not displayed, correspondingly.

Removing Product

➢ ***To remove a product from your online store:***

1 On the **eShop** page, go to the **Products** tab.

2 Select the product you want to remove.

3 Click **Remove Selected**.

Arranging Products in Categories

After you add a number of products to your e-shop, you may need to sort them by categories, so that your customers could easily navigate in your catalog. The procedures of adding and managing product categories are described in the current section.

For each product in your online store catalog, the following details are displayed to your site visitors:

- *Category name*. By clicking it a visitor proceeds to the category page.
- The *number of products* contained in the category, in brackets beside the category name.
- *Category image*, if uploaded.
- *Category description*.

By clicking the category name, your site visitor gets to the category page on which the following information is shown:

- *Category description*.
- A list of *products* contained in the category.

A customer can navigate back to the catalog by clicking the **Back to catalog** shortcut.

Read the current section to know how you can configure all these parameters for a category.

In this section:

Adding Category to Catalog

➢ ***To add a product category:***

1 On the **eShop** page, click the **Categories** tab.

2 Click **Add New Category**.

3 Enter a name of the new category in the **Name** field.

4 If you want to make this category a subcategory of an earlier created category, select one from the **Parent category** list.

You can create as many levels of categories hierarchy as you wish.

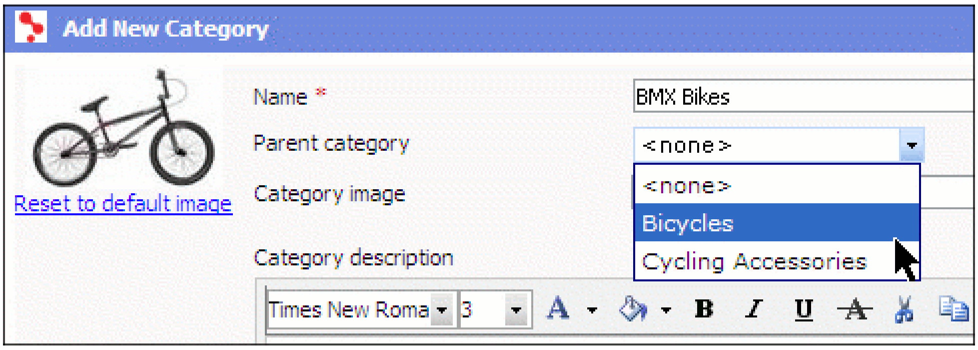

Figure 60: Creating a Subcategory

5 If you want to add an image that will be displayed beside the category name in the catalog, click **Browse**, locate an image file and click **Upload**.

Note: Later you can preview this image on the **Categories** tab by clicking the icon for the product in the **P** (preview) column. For categories for which no image has been uploaded, this icon is not displayed.

---

6 If you want to provide a short description for the category, enter it in the **Category description** text box.

7 Click **OK**.

Newly created categories appear in your eShop catalog in the order of their creation. For details about changing the order of categories in the catalog, see **Changing Order of Categories** (on page 103).

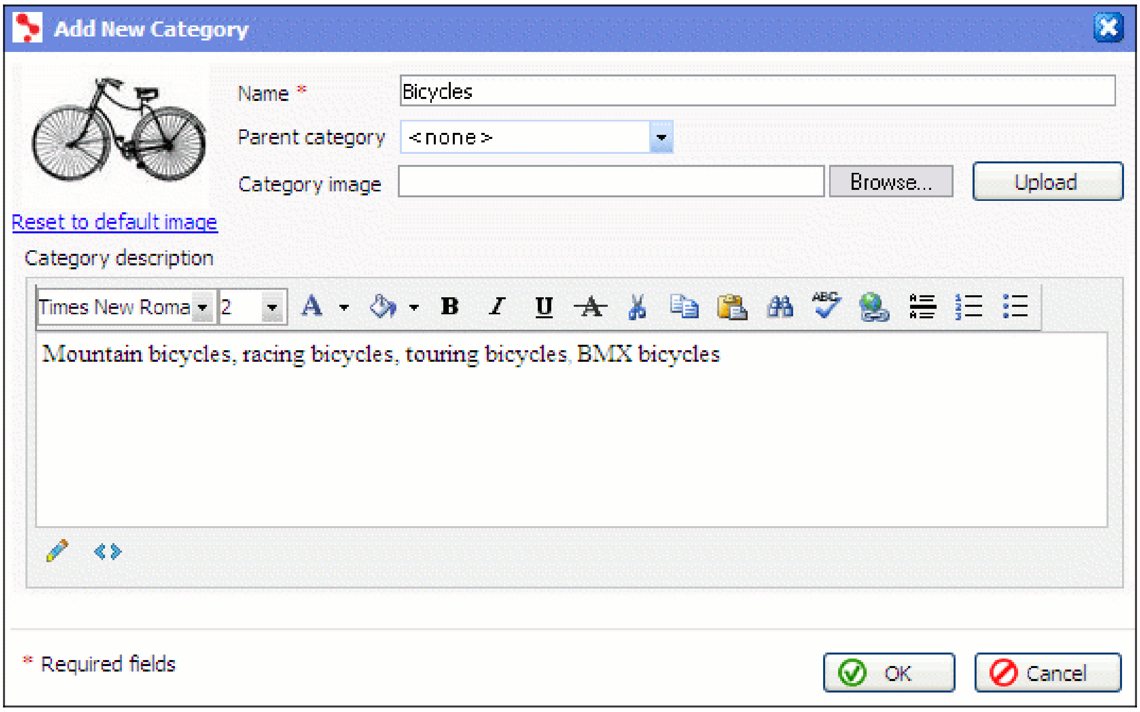

Figure 61: Creating a Category for Products

Editing Category

➢ ***To edit an existing category***

1 On the eShop page, click the **Categories** tab.

2 Click the **Edit** icon next to the desired category name.

3 Edit the category properties as desired.

4 Click **OK.**

Changing Order of Categories

You can change the order in which categories appear in your catalog by moving particular categories up and down in the list.

➢ ***To move a category up or down in the list:***

1 On the **eShop** page, click the **Categories** tab.

2 Click an upward or a downward arrow against the category name.

One click on the icon moves the category one position up or down respectively.

For categories occupying the topmost or the bottom position of the list, the upward or downward arrows are not displayed, correspondingly.

Removing Category

➢ ***To remove a category:***

1 On the **eShop** page, click the **Categories** tab.

2 Select a category you want to remove.

3 Click **Remove Selected.**

Note: When a category is removed, the products belonging to this category remain in your catalog. These products are displayed in the uncategorized list, unless they have been assigned to other categories.

Configuring Payment Settings for Your Online Store

You can configure the following payment settings for your online store:

- currency and price format
- payment systems and shipping methods

In this section:

Selecting Currency

➢ ***To set currency to be used in your online store:***

1 On the **eShop** page, go to the **Payment Systems** tab.

By default, the currency and price format of your online store are the same as for the whole site (**Pages** step, **Site regional and language options**).

2 Select a desired currency from the **Currency** list.

Note: When selecting currency, make sure it is supported by all payment systems you wish to integrate with your online store.

Configuring Payment Methods

In Sitebuilder, you can offer your customers the following payment options:

- Offline payment options:
  - **Cash on delivery**. Payment is made, when a product is delivered to a customer.
  - **Check / Money order**. A customer issues a check or a money order that will be sent to you by regular mail.
- Online payment options:
  - **PayPal**
  - **Authorize.Net**
  - **WorldPay**
  - **BluePay**
  - **2Checkout.com**

This is the default list of available payment systems. Sitebuilder administrator can disable some of the payment systems and integrate a custom payment system to the **eShop** module.

To see the list of payment methods available to you, as the store owner, go to the **Payment Systems** tab on the **eShop** page of your Sitebuilder Wizard.

Using online payment options allows your online store buyers to pay using their credit cards. When a buyer selects an online payment system, he or she is asked to fill in the relevant payment details on the **Checkout** form. After the order is submitted, the transaction is processed by the payment gateway, and returned with a certain status (successful or unsuccessful), which automatically changes the order status in Sitebuilder to **Paid**, or **Failed**, correspondingly.

Note: For offline payment options, you will always need to change the order status manually.

To be able to use the online payment options on your site, you need to integrate these payment system gateways with your online store. In Sitebuilder, you do not need any programming or third party scripts to do this - you only need to register merchant accounts with the preferred payment systems and fill in your merchant account data in the appropriate fields in Sitebuilder.

At any moment later you can disable any of the payment methods you configure for your customers. When a payment method is disabled, it disappears from the shopping cart settings, with all integration settings remaining in the system in read-only format (grayed out). By default, all payment options are disabled.

Note: Before registering with online payment systems, refer to their web sites and make sure that the currency you chose for your online store is supported.

In this section:

Configuring Check/Money Order Payment Method

➢ ***To customize check/money order settings:***

1. On the **eShop** page, click the **Payment Systems** tab.
2. To enable this payment system in your buyers' shopping carts, select the check box beside the **Check / Money order** payment option.
3. In the **Make payable to** field, enter the name of person, to whom funds should be sent.
4. In the **Send to address** field, enter the postal address, where the check or order should be sent.

Configuring PayPal Integration

➢ ***To configure the PayPal payment system for your online store:***

1. On the **eShop** page, click the **Payment Systems** tab.
2. To enable this payment system in your visitors' shopping carts, select the check box beside its name.
3. In the **PayPal account (e-mail)** field, enter the e-mail address you use to log in to PayPal.

Note: Requests to PayPal server are executed only on published sites. If you open your site in the preview mode, you can see the corresponding window, but the request to PayPal server is not executed.

Configuring Authorize.Net Integration

➢ ***To integrate Authorize.Net payment system in your online store:***

1 On the **eShop** page, click the **Payment Systems** tab.

2 To enable this payment system in your visitors' shopping carts, select the check box beside its name.

3 In the **Login** field, enter the login (user name) you use to log in to Authorize.Net.

4 In the **Transaction key** field, enter the transaction key used for encrypting data.

Note: Requests to Authorize.Net server are executed only on published sites. If you open your site in the preview mode, you can see the corresponding window, but the request to Authorize.Net server is not executed.

Configuring WorldPay Payment System

➢ ***To integrate WorldPay payment system in your online store:***

1 On the **eShop** page, click the **Payment Systems** tab.

2 To enable this payment system in your visitors' shopping carts, select the check box beside its name.

3 Enter the Installation ID given to you by WorldPay.

Note: Requests to WorldPay server are executed only on published sites. If you open your site in the preview mode, you can see the corresponding window, but the request to WorldPay server is not executed.

Configuring BluePay Integration

➢ ***To configure the BluePay payment system for your online store:***

1 On the **eShop** page, click the **Payment Systems** tab.

2 To enable this payment system in your visitors' shopping carts, select the check box beside its name.

3 In the **Merchant ID** and **Secret Key** fields, provide the corresponding data which you received from BluePay.

If you do not have a BluePay merchant account yet, you can get one directly from Sitebuilder - click the **Sign up now** shortcut and fill out the opened form. After you provide all required data and click **OK**, a Merchant ID and a Secret Key will be generated for you and will be automatically put into the corresponding fields on the **Payment Systems** tab.

If you do not see the **Sign up now** shortcut, it means that this option has been disabled by your Sitebuilder provider.

Note: Requests to BluePay server are executed only on published sites. If you open your site in the preview mode, you can see the corresponding window, but the request to BluePay server is not executed.

Configuring 2Checkout.com Integration

➢ ***To configure the 2Checkout.com payment system for your online store:***

1 On the **eShop** page, click the **Payment Systems** tab.

2 To enable this payment system in your visitors' shopping carts, select the check box beside its name.

3 In the **Vendor account number** field, enter the login/user name you use to log in to 2Checkout.com.

Note: Requests to the 2Checkout.com server are executed only on published sites. If you open your site in the preview mode, you can see the corresponding window, but the request to 2Checkout.com server is not executed.

Adding Shipping Costs

Sitebuilder allows you to add a shipping cost to the order total in your online store. You can specify a separate shipping cost for each available delivery method or geographical area.

When placing an order in your online store, the customer chooses a shipping method on the checkout page (a required option), and the cost associated with the method is added to the order total.

➢ ***To add a shipping method:***

1 On the **eShop** page, click the **Shipping Methods** tab.

2 Click **Add New Shipping Method**.

3 On the **Main Properties** tab:

   1. Specify the method name in the **Shipping method** field.
   2. Enter the delivery cost in the **Shipping cost** field.
   3. From the **Position in list** list, select under which index number the method should be displayed in the list.

4 If you want to provide a short description of the method, enter it on the **Description** tab.

5 Click **OK**.

If you do not specify any shipping method for your online store, the shipping method option does not appear on the checkout page.

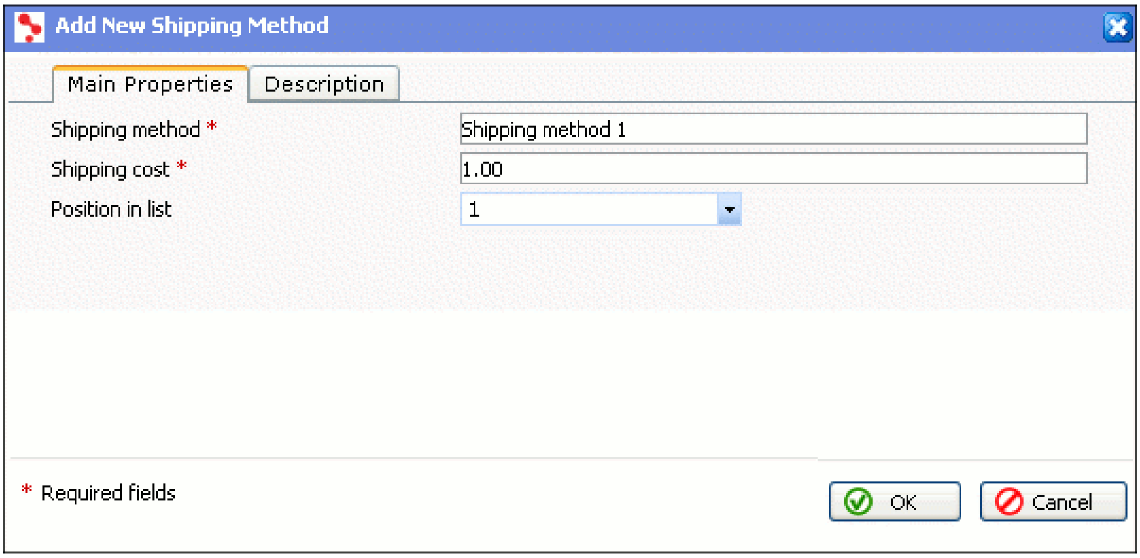

Figure 62: Creating a Shipping Method

Specifying Terms of Service for Your Customers

As the online store owner, you might want to report your terms of service to your customers - to clarify rights and responsibilities of both sides. These terms will be displayed after a customer clicks the **Checkout** button, on the order confirmation page. Also, you can accompany the text of your terms with a check box requiring customers to confirm their accepting of the terms.

➢ ***To specify your terms of service:***

1 On the **eShop** page, click the **Notifications** tab.

2 In the **Terms of Service** section, in the **Caption** field, type the heading for the terms of service. It will be displayed in bigger and bold font above the terms text.

3 In the **Text** field, specify the text of your terms.

Until you provide your text in this field, no information you have specified in the **Terms of Service** section is visible to your customers.

4 If you want your customers to confirm their understanding and accepting of your terms, you can place a check box below the terms text. The label text for this check box you specify in the **Acceptance check box label** field. For example: *I have read and agree to the Terms of Service listed above*.

Customers will not be able to proceed with the order until they select the acceptance check box. If you leave this field empty, no confirmation is requested from your customers and no check box is displayed below your terms of service.

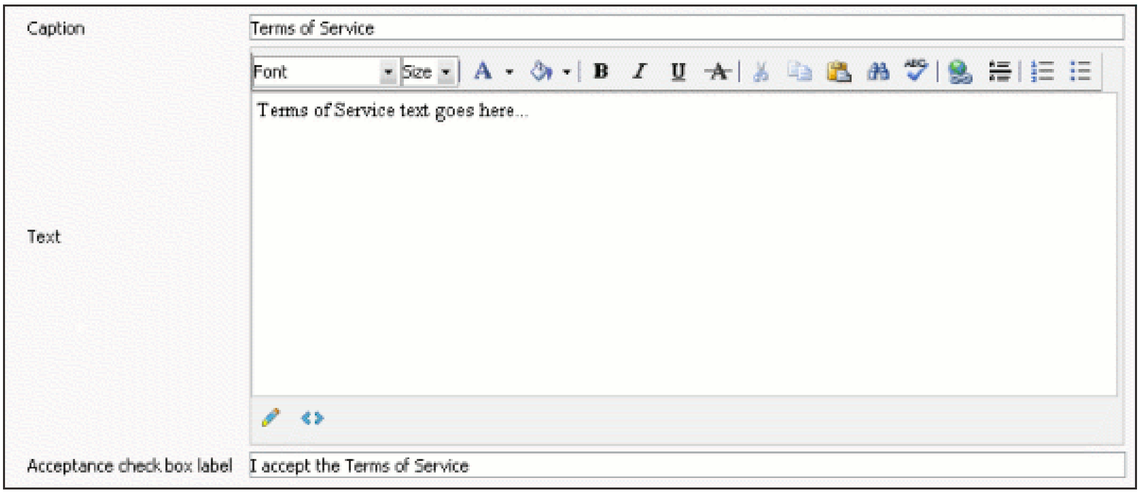

Figure 63: Specifying Terms of Service for Your Customers

Setting Up Customer Order Notification

You can customize automatic order confirmation message sent to your buyers by Sitebuilder.

➢ ***To set up order notification message:***

1 On the **eShop** page, go to the **Notifications** tab.

2 In the **Sender's e-mail** field, enter the e-mail to be displayed in the **From** field of the notification e-mail.

3 In the **Subject** field, enter the subject of the notification e-mail.

4 In the **Message** field, enter the text of the notification e-mail.

You can insert the following macros into the body of the notification message:

- Site URL
- The shopping cart contents

To insert a macro, choose a desired one from the **Macro** list on the WYSIWYG panel.

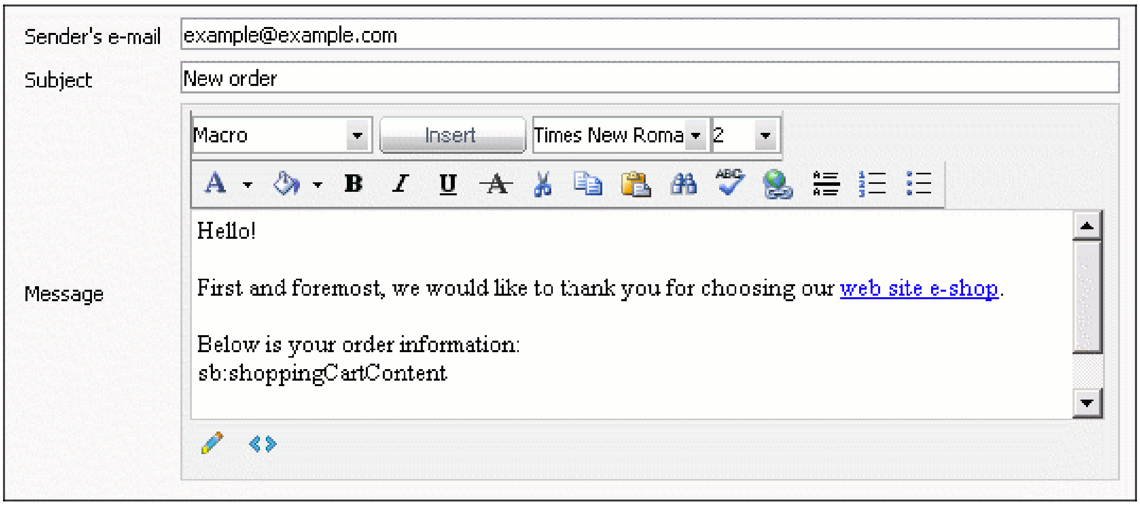

Figure 64: Setting Up Customer Order Notification

Setting Up Catalog Appearance

The main page of your eShop displays the first page of the product catalog. To preview your catalog appearance, click **Preview** at the bottom of the Sitebuilder window and go to the online store page of your web site.

The catalog page is divided into two sections:

- The product categories section
- The uncategorized products list (products are shown one below another, in the **order you specified** (see page 99)).

➢ ***To configure the appearance of your product catalog:***

1 On the **eShop** page, go to the **Settings** tab.

2 To customize the number of columns displayed in the categories list, select the desired value (from 1 to 5) from the field **Number of columns in the categories list.**

By default, categories are shown in two columns. To show categories one below another, like items in the uncategorized product section, set the number of columns to "1".

3 To set a default parameter the products should be sorted by, select a desired value from the **Sort field for products** list.

4 To set a default order the products should be sorted in, select a desired option: **Ascending** or **Descending.**

5 To define the number of products to be displayed on one page, enter a desired value in the **Number of products per page** field.

These settings apply to all product lists - to the list of uncategorized products shown on the front page of your online store, and to the list of products contained in each category.

6 To customize the order of sections on the catalog page, select either of the two options:

- **Show categories first** (selected by default) - or -
- **Shown uncategorized products first**

7 If you wish to change the order of categories in your catalog, go the the **Categories** tab and set the desired order using the upward or downward arrows.

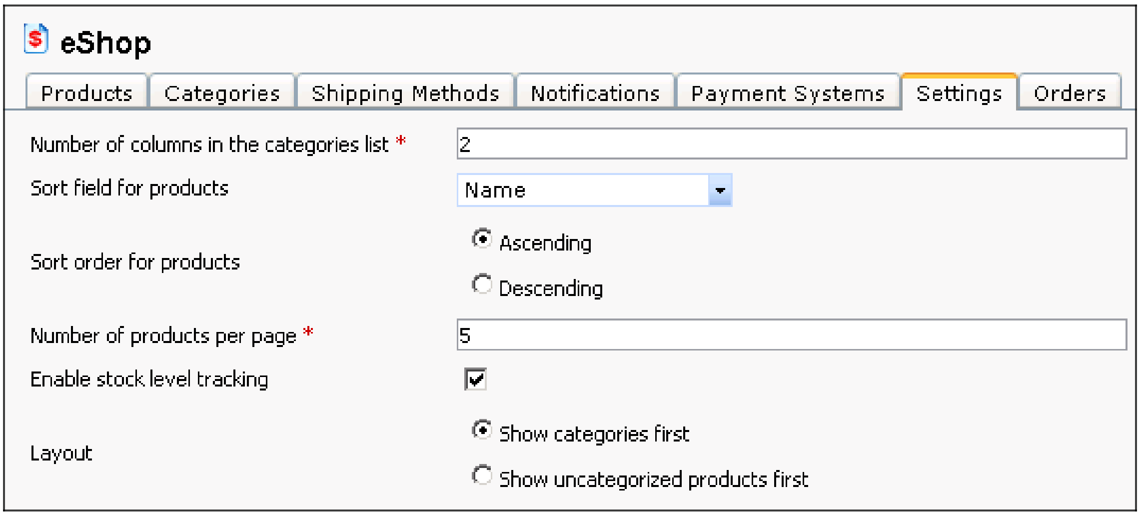

Figure 65: Setting Up Catalog Appearance

Making Your Catalog Searchable by Google

Submitting information about your products to Google Base will make your catalog searchable on **Google Product Search** (http://www.google.com/products), **Google Maps** (http://maps.google.com/) and on the main **Google web search** (http://www.google.com/).

To submit a catalog to Google Base means to upload an XML file containing the information about your products to your Google Base account. Creating such a file does not require any XML knowledge because Sitebuilder will automatically convert all information from your catalog into RSS 2.0 XML file fully compatible with Google Base requirements.

In this XML file, Sitebuilder puts the following information about each your product: product name, the category a product belongs to, full product description, price, quantity on stock, color, other options (size, etc.), and a link to the product page. Regular product options, such as **Apparel size**, and **Shoe size** (**US**, **UK**, **EU**), are automatically indexed with the corresponding Google Base attribute (*g:size*). If you have specified some custom options for your products (such as *country of origin*, *dimensions*, *manufacturer/brand name*, etc.), and wish to make your catalog searchable by them as well, you will need to index these options manually as described in **Indexing You Online Store Product Options** (see page 117).

To submit your catalog to Google Base, use the Bulk Upload option. Google Base allows you to upload up to 100000 items per bulk upload, with a maximum file size of 20MB. If you wish to upload a larger file, **contact Google Base for assistance** (http://base.google.com/support/bin/request.py). Prior to uploading information to Google Base, we recommend to make sure that your online catalog information complies with the Google Base **Program Policies** (http://base.google.com/support/bin/answer.py?answer=61118&topic=2906).

To upload your catalog to Google Base, you need a Google account. If you do not have a Google account yet, click **here** (https://www.google.com/accounts/NewAccount?continue=http%3A%2F%2Fbase.google.com%2Fbase%2Fbulkuploads&followup=http%3A%2F%2Fbase.google.com%2Fbase%2Fbulkuploads&service=gbase&hl=EN) to register one.

➢ ***To submit your catalog to Google Base:***

1 Open your site preview and go to the online store page.

2 Right-click the **RSS** link on the catalog page and select **Save Target As...** (in Internet Explorer) , or **Save Link As...** (in Mozilla Firefox) from the context menu and save the file with `.xml` extension.

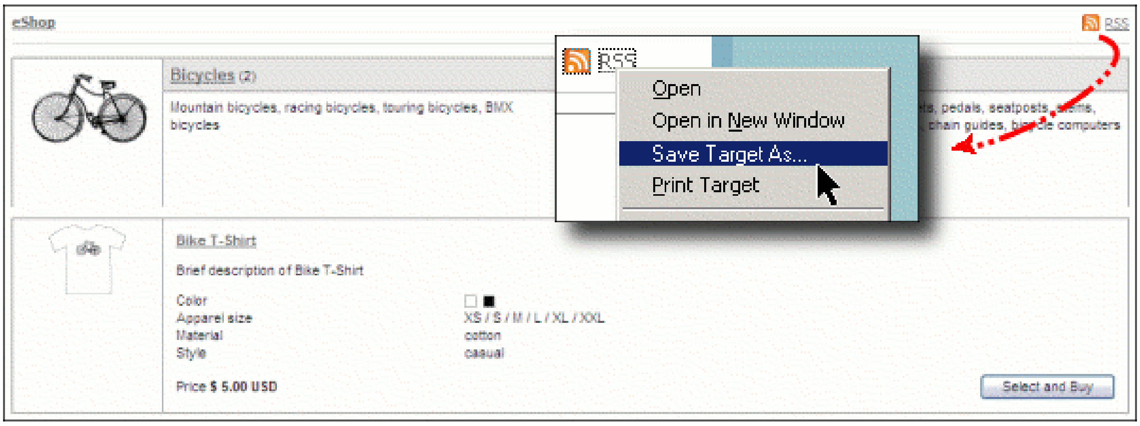

Figure 66: Submitting Your Catalog to Google Base

Note: In Internet Explorer, specify any arbitrary name in the **File name** field, and leave the default option **XML Document** selected in the **Save as type** field.

In Mozilla Firefox, specify the file name in format *filename*`.xml` in the **File name** field, and select **All Files** from the **Save as type** field. Having saved the file, make sure that it keeps the `.xml` extension.

3 Open the Bulk Upload Instructions (http://base.google.com/support/bin/answer.py?answer=59537&hl=en) page on the Google Base web site and click the **Get started: register and submit your bulk upload** link at the bottom of the page.

4 On the **About Me** page, you will be asked to provide the **Display name**, **Description** (optional) and **Website URL** (optional) to be displayed on your Google Base account page.

By default, the **Display name** field contains your e-mail address specified at Google account registration. You may leave this default value as is, leave the optional fields blank and proceed. If later you wish to specify or edit this information, go to the **Settings** tab of your Google Base account page, specify the information and click **Save Changes** at the bottom of the page.

5 Click **Next** to continue.

6 On the **Specify a Bulk Upload** page:

- Enter any arbitrary name for the uploaded file in the **File name** field. Under this name the file will appear on the **Bulk Upload** tab of your Google Base account page.

Note: The file name must also end with the `.xml` extension. The file name may contain Latin characters and numbers only, and may not contain spaces.

- Select the **Item type** (the type of items in your online catalog) from the provided drop-down box, or specify your custom item type.

7 Click **Register bulk upload file and continue to formatting instructions** at the bottom of the page.

8 On the **Format your Products** page, click **I'm done formatting my file. Continue to upload.**

All basic formatting of your catalog is done automatically by Sitebuilder. For instructions on specifying RSS attributes for additional product options (such as size, "made in" and other parameters), read section **Indexing Your Online Store with Google Base Tags**.

9 On the file upload page, click **Browse**, locate the catalog file in your local file system and click **Upload and process this file**.

The Google Base dashboard will show status **Processing bulk upload file** for your file.

Items submitted using a bulk upload are indexed within 24 hours. After the file is successfully processed, the file status turns to **Success**, denoting that your catalog items are now searchable by Google.

If the page shows status **Bulk upload failure**, click the **See details and get help** link for troubleshooting instructions. Try fixing the issue and re-uploading the file (by clicking the **delete this file** link and repeating the bulk upload procedure).

In this section:

Indexing Custom Product Options

Prior to submitting your product catalog to Google Base, consider indexing the relevant custom options for each of your products. You can specify option attributes in one of the following formats:

- Regular Google Base attributes marked with the "g:" prefix (*g:made_in*, *g:width*, etc.)

Custom attributes you can create in Google Base, starting with the "c:" prefix Attributes from namespaces other than g: and c: are not allowed.

➢ ***To index your product properties with regular Google Base attributes:***

1 On the **eShop** page, click the name of the product you wish to index the properties for.

2 On the **Options** tab, in the field **Name in RSS feed**, specify a corresponding Google Base attribute for each relevant product option.

For regular Sitebuilder options, such as **Apparel size**, and **Shoe size** (**US**, **UK**, **EU**), the corresponding Google Base attribute (*g:size*) is specified automatically by Sitebuilder.

Note: Specify the full RSS attribute name, without the brackets (for example, *g:made_in*).

For a list of Google Base tags, refer to **Appendix. Most Common Google Base Attributes** (on page 163). The full list of option tags is available on the **Google Base web site** (http://base.google.com/support/bin/answer.py?answer=59451&hl=en).

3 Click **OK**.

If you do not find the attribute that properly describes your product option in the list of regular Google Base attributes, you can create a custom one. For detailed information on creating custom Google Base tags, refer to **Google Base web site** (http://base.google.com/support/bin/answer.py?answer=59558&hl=en).

Note: The possibility to specify data type for an option is not supported by Sitebuilder. You specify the namespace prefix and the tag name only; the data type is set to its default value - **String**, which allows inputting any arbitrary text string containing any characters (except for line break).

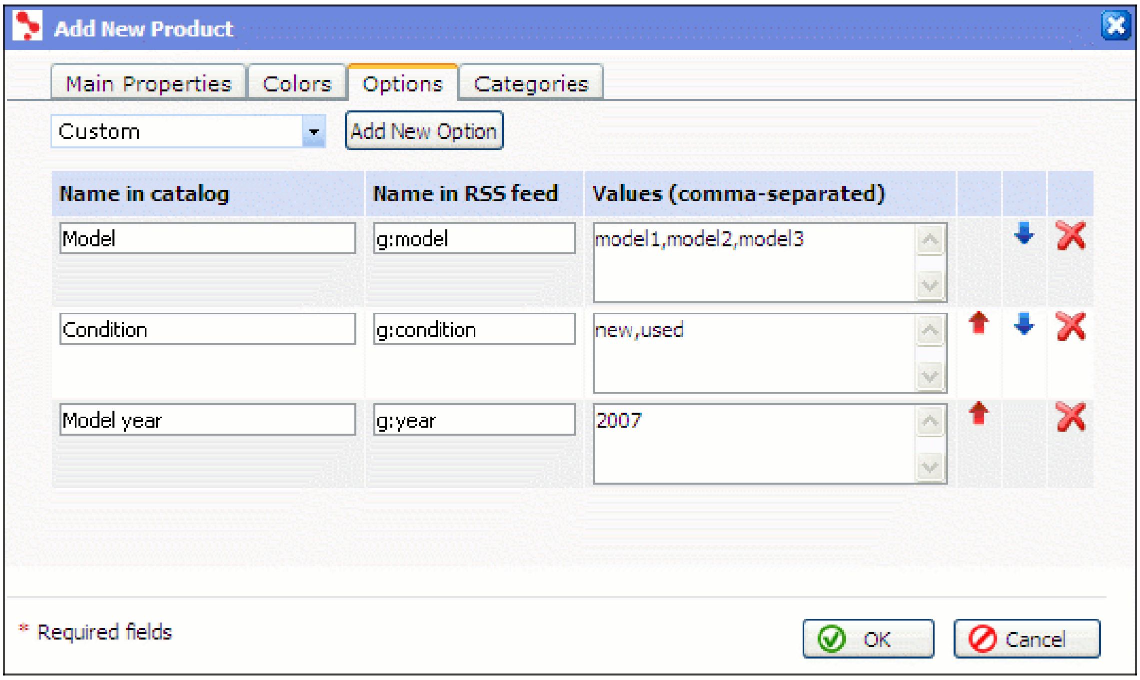

Figure 67: Adding Product Options

Supplying Your Product Catalog as RSS Feed

Subscribing to your catalog RSS feed enables the customers to browse your product offerings and check for updates on a regular basis. Converting the contents of your online store catalog to RSS 2.0 format is done automatically by Sitebuilder: the **RSS** button is placed on the front page of your online store and by clicking this button, the customers proceed to a page where they can subscribe to your catalog RSS feed. The same **RSS** button is also shown on each category page, allowing your customers to monitor products belonging to selected categories only.

In Internet Explorer starting from version 7.0, the subscription is done by adding your feed to the browser's Favorites Center. In Mozilla Firefox, your customers will be suggested to subscribe either by adding your feed to their bookmarks or by using one of proposed RSS reader applications (Google, My Yahoo, Bloglines, and other).

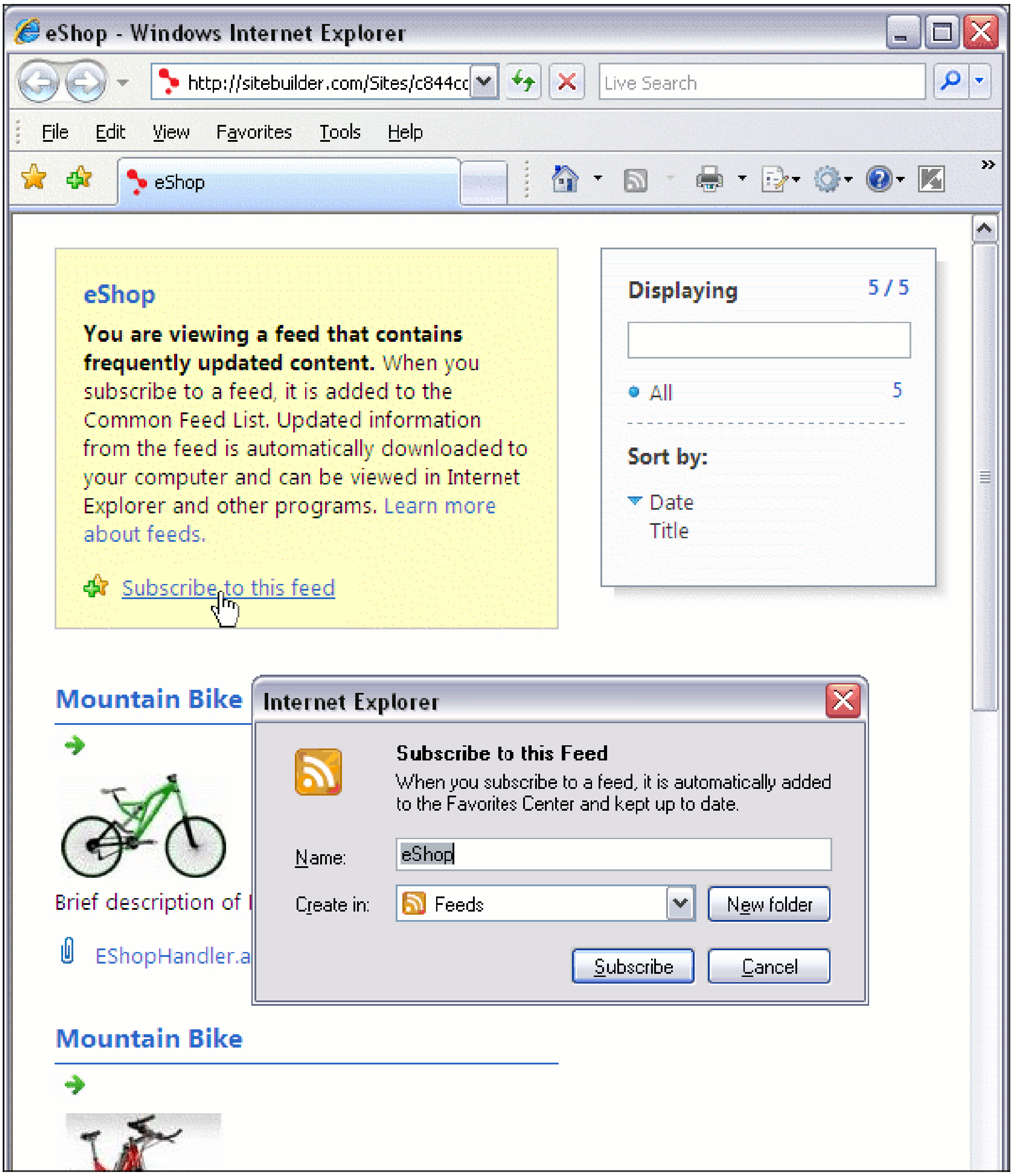

Figure 68: Customer Subscription to Your Catalog RSS Feed

If necessary, interested buyers and partners can incorporate your eShop RSS channel into their own web pages. To do so, they can use one of specialized add-ons - such as the Sitebuilder module **RSS Reader**.

The appearance of your product catalog in the RSS feed is as follows:

- All products are shown in a single sheet, not sorted by category
- Each product is rendered as a separate entry
- Each product color option is rendered as a separate entry (for example, *T-Shirt, Blue navy* and *T-Shirt, Red* are displayed as separate entries)

Products are shown in the order you define on the **Products** tab of your online store For each product, the RSS feed displays:

- The product name. By clicking it, customer proceeds to the product page of your online store, from which he or she can buy a product, or navigate to other pages of your online store.
- The product image (if uploaded)
- The brief description of the product (if specified)

In some cases, you may need to provide the RSS feed link to interested third parties.

➢ ***To obtain the link to your catalog RSS feed:***

1 On the **eShop** page, click **Preview**.

2 On the site preview, go to the online store page.

3 Right-click the **RSS** button on the main page of your store catalog and choose the **Open in New Window** option from the context menu.

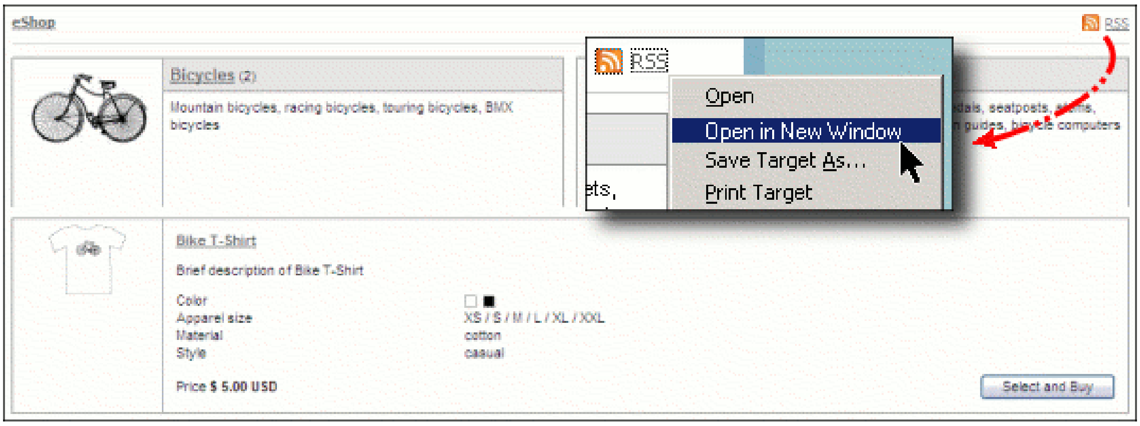

Figure 69: Supplying Your Product Catalog as RSS Feed

4 Copy the link of the RSS feed page from the browser address bar.

You can supply this link to your partners by e-mail or otherwise.

Managing Customers' Orders

After a buyer completes and submits the **Checkout** form, an order is placed in your store. It appears in the list of orders on the **Orders** tab of the **eShop** page. (As the store owner, you can make a test order in the site preview mode.)

You can perform the following operations on an order:

- Change the order status
- Specify a comment for an order (for example, the reason of order cancellation, or other order-specific information).

➢ ***To manage an order:***

1. On the **eShop** page, go to the **Orders** tab.
2. Click the **Edit** icon beside an order.
3. From the **Status** list, select a status for the order.

   Orders can have one of the following statuses:

   - **New** status is automatically assigned to all new unpaid orders in the system.
   - **Paid** status is automatically assigned to orders after online payment gateway reports a successful transaction.
   - **Processed** status is set manually for orders being processed at the time.
   - **Backorder** status is set manually to indicate deferred orders.
   - **Completed** status is set manually for orders which have been completed and delivered to the customers.
   - **Cancelled** status is set manually for orders cancelled by customers (for example, after you receive the corresponding request from your customer).
   - **Failed** status is automatically assigned to orders processed by online payment systems in case the payment transaction fails.

   Note: For offline payment options (**Cash on Delivery** and **Cash/Money Order**) you will need to specify the **Paid** or **Failed** statuses manually.

   ---

4. To attach a comment to the order, specify the required information in the **Comment** field.

   Commented orders are marked with the icon on the **Orders** tab. Hovering over this icon will display the comment text.

Adding Flash Intro

A flash intro is the flash-animated introduction clip launched prior to opening the home page of a site. You can choose between several designs of the intro and insert your own text information into it.

The **Flash Intro** module is the only page module that requires no database connection and therefore can be included in a static site.

Note: For correct display of Asian and Arabian national characters, make sure that you have Adobe Flash Player version 9.0 or later installed.

You can add only one Flash Intro module to your site.

➢ ***To add a flash intro to your site:***

1 Go to the **Pages** step.

2 Select **Flash Intro** in the **Special pages** box.

3 Click >.

➢ ***To configure the flash intro settings:***

1 Go to the **Edit** step.

2 Select **Flash Intro** in the **Site map** area.

3 Select a design of your flash clip by clicking one of the thumbnails in the **Designs** area.

The selected design is outlined with a red frame.

4 In **Title** field, enter a text to be displayed as the flash introduction title - it will appear first and in a larger font.

5 In the **Body text** field, enter a text to be displayed as the body of the flash clip.

6 From the **Background color** list, select a background color of the flash clip.

7 From the **Animation pattern** list, select a color of your flash clip outline.

You can see the small preview image of the flash clip with the new parameters in the **Preview** area.

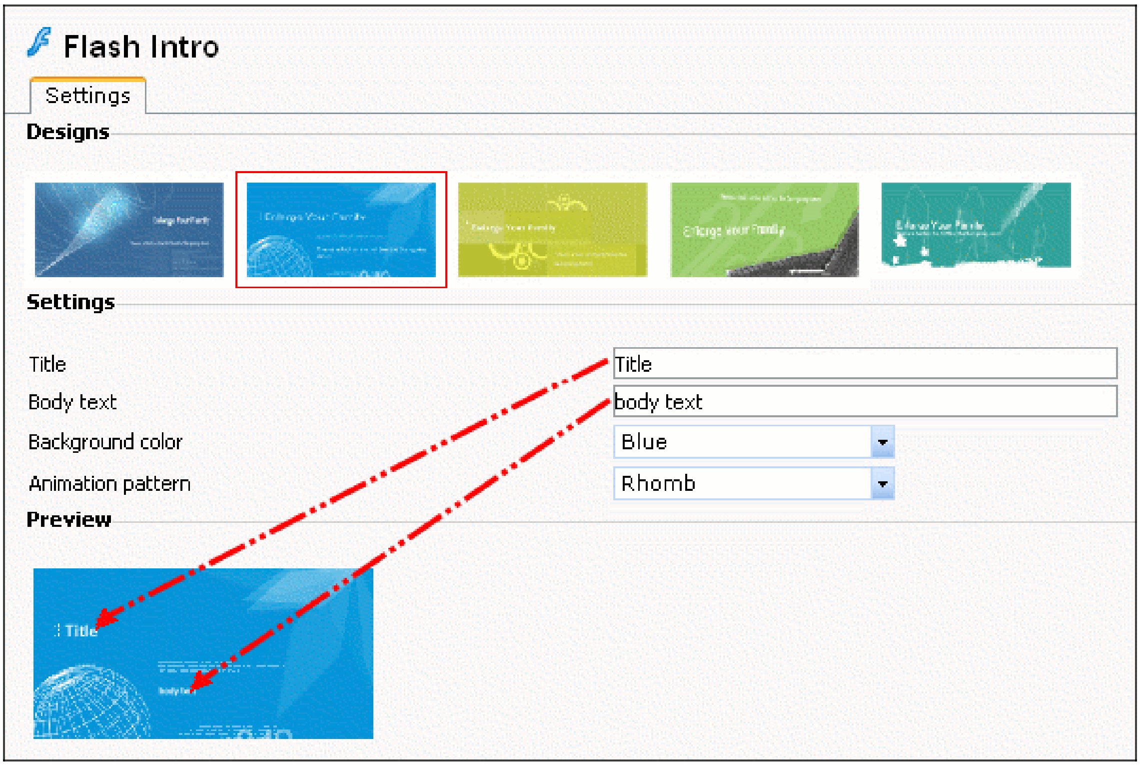

Figure 70: Adding Flash Intro

Adding Guestbook

Guestbook enables your visitors to leave their notes, messages, and comments. The main difference between guestbooks and online forums is that in forums, all messages are grouped in threads, or topics. In guestbooks, all messages are displayed as they were submitted in the reverse order (new messages appearing on the top).

➢ ***To add a guestbook to your site:***

1 Go to the **Pages** step.

2 Select **Guestbook** in the **Special pages** box.

3 Click >.

You can add several guestbooks to your site.

➢ ***To proceed to setting up your guestbook:***

1 Go to the **Edit** step.

2 Select **Guestbook** in the **Site map**.

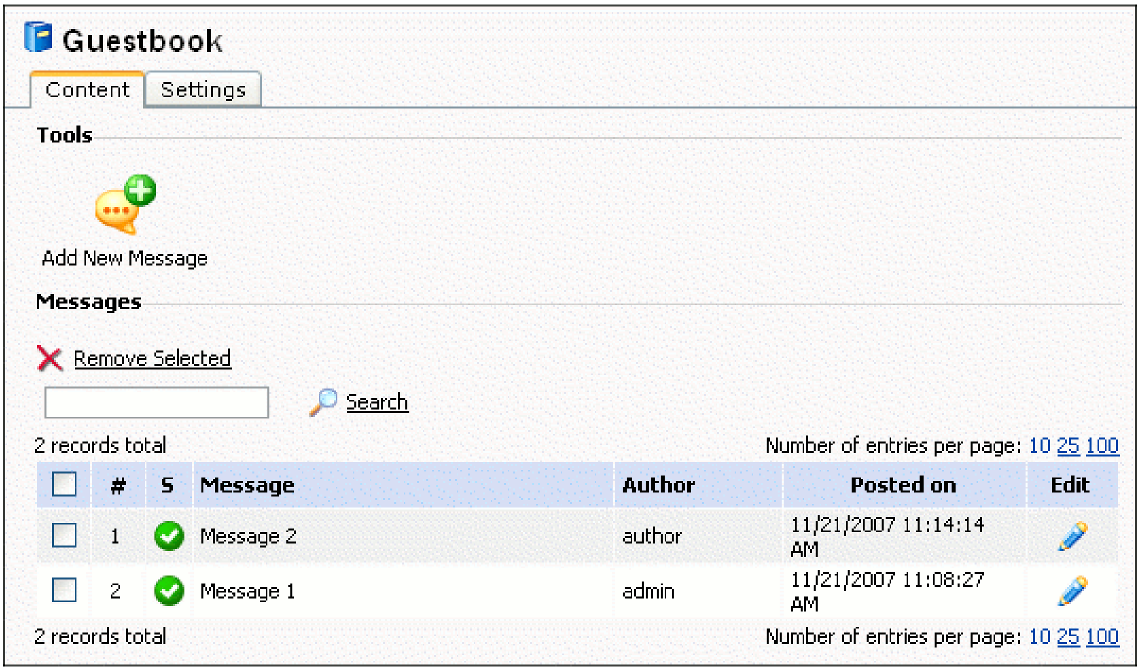

Figure 71: Guestbook Editor

In this section:

Managing Guestbook Messages

After you add the guestbook to your site, you can try it and post a new message. The procedures of managing guestbook messages are described in the current section.

Note: To prevent automated computer generated spam messages, anonymous users will be required to enter a confirmation code to be able to post in your guestbook.

In this section:

Adding Message to Your Guestbook

➢ ***To add a message:***

1 On the **Guestbook** page, go to the **Content** tab.

2 Click **Add New Message.**

3 Enter a message text.

4 Click **OK.**

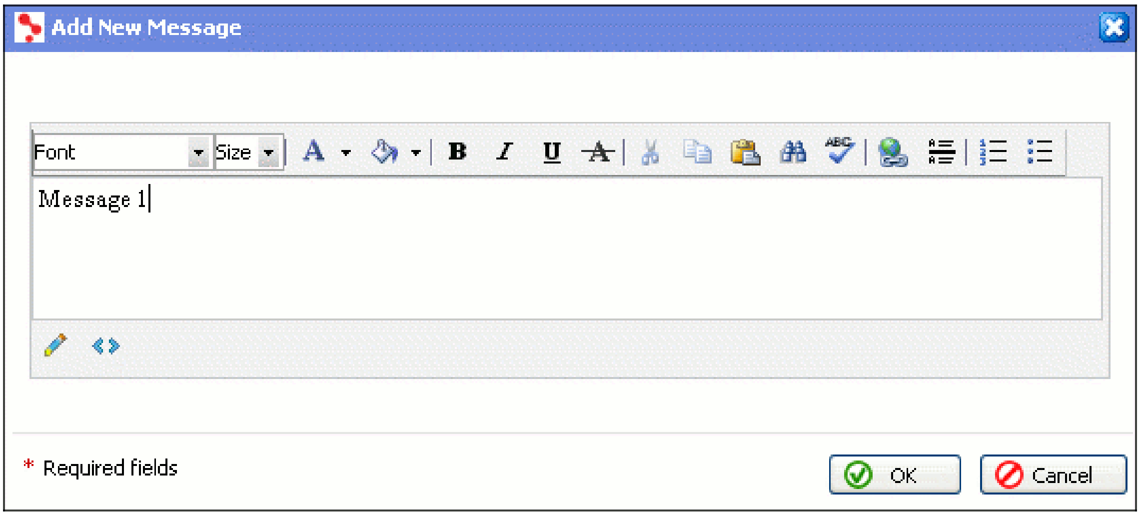

Figure 72: Adding Message to Your Guestbook

Editing Message

➢ ***To edit a message:***

1 On the **Guestbook** page, go to the **Content** tab.

2 Click the **Edit** icon beside the message you want to edit.

3 Edit the message.

4 Click **OK.**

Removing Message

➢ ***To remove a message:***

1 On the **Guestbook** page, go to the **Content** tab.

2 Select the message you want to remove.

3 Click **Remove Selected**.

Setting Up Guestbook Appearance

➢ ***To set up the appearance of your guestbook:***

1 On the **Guestbook** page, go to the **Settings** tab.

2 In the **Message lifetime** field, enter the number of days after which the messages will be added to archive. Whether a message is or is not archived is shown in the **S** column on the **Content** tab.

3 In the **Number of messages per page** field, specify the number of messages to be displayed on one guestbook page.

4 If you want the message authors' e-mails to be displayed to guestbook visitors, select the **Show author's e-mail** check box.

To preview your guestbook appearance, click **Preview** at the bottom of the Sitebuilder window and go to the guestbook page of your web site.

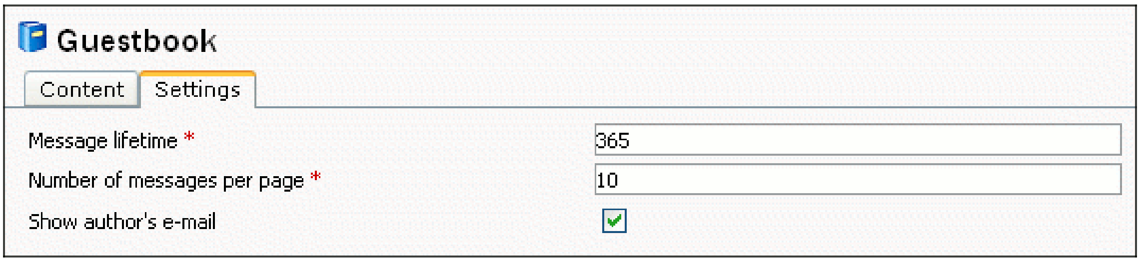

Figure 73: Setting Up Guestbook Appearance

Adding Forum

Online forums are web-based message boards where visitors can open new topics, post topic-relevant messages, and discuss a wide range of questions.

➢ ***To add a forum to your site:***

1 Go to the **Pages** step.

2 Select **Forum** in the **Special pages** box.

3 Click .

You can add several forums to your site.

➢ ***To proceed to setting up your forum:***

1 Go to the **Edit** step.

2 Click **Forum** in the **Site map**.

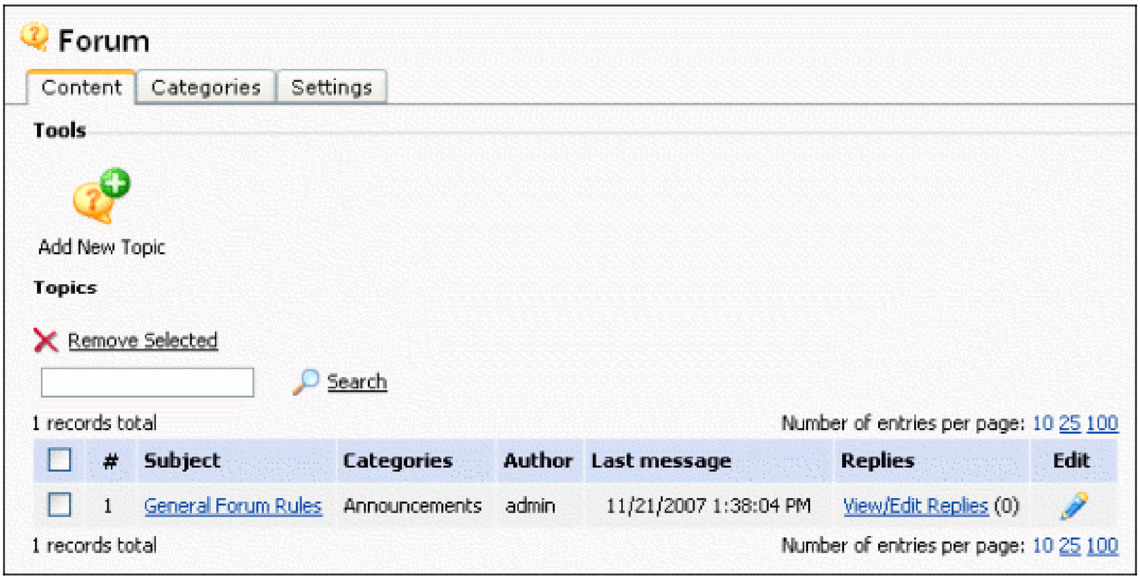

Figure 74: Forum Editor

In this section:

Managing Forum Topics

After you add a forum to your site, you can try it and post a new topic. The procedures of managing forum topics are described in the current section.

Note: To prevent automated computer generated spam messages, anonymous users will be required to enter a confirmation code to be able to post in your forum.

In this section:

Adding Topic to Your Forum

Before adding a topic, you should create some categories because if you do not refer a topic to any category, this topic will not be displayed in your forum.

➢ ***To add a topic:***

1 On the **Forum** page, go to the **Content** tab.

2 Click **Add New Topic**.

3 On the **Main Properties** tab, enter a subject of the new topic.

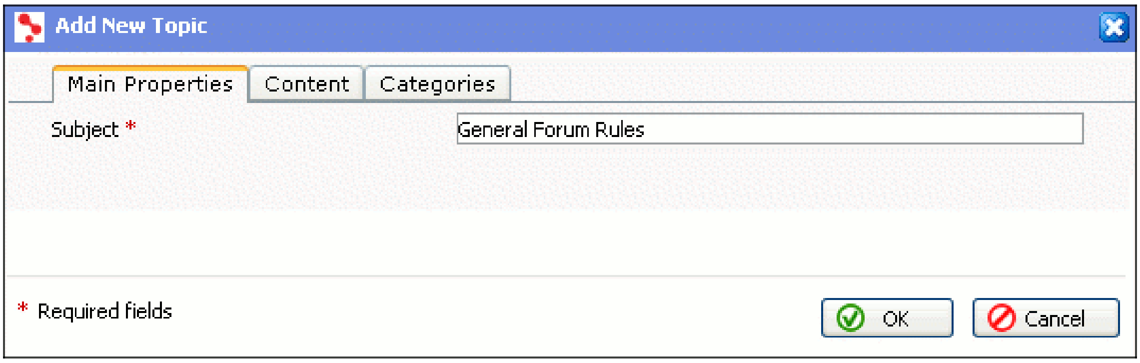

Figure 75: Specifying Topic Subject

4 Click the **Content** tab and enter your text.

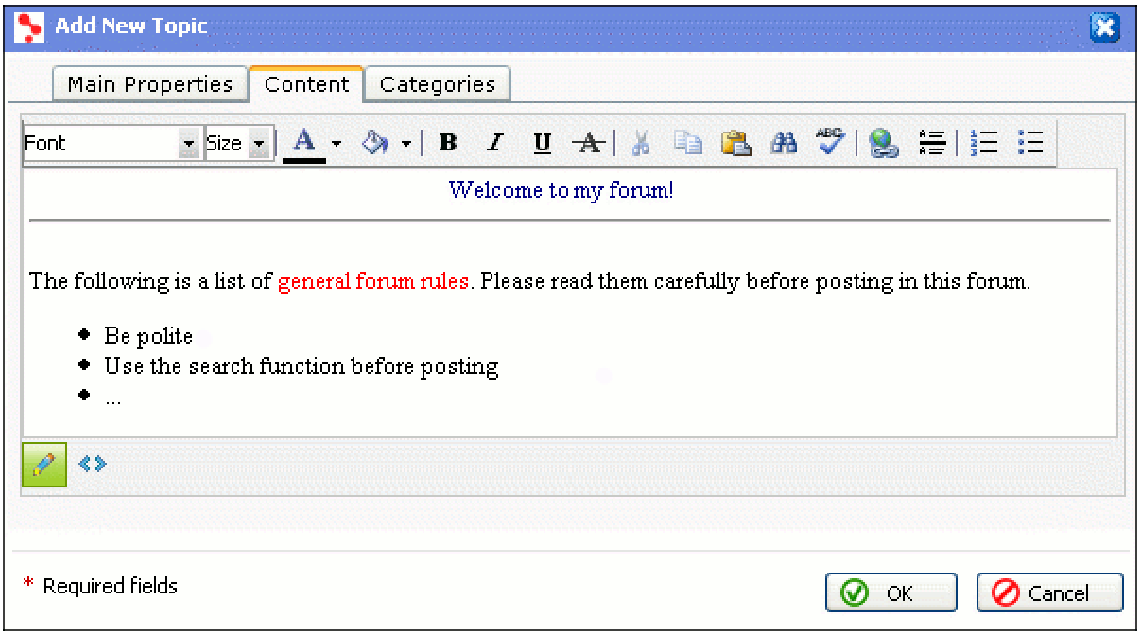

Figure 76: Adding Topic Content

5 Click the **Categories** tab and select one or several categories you wish to refer the topic to.

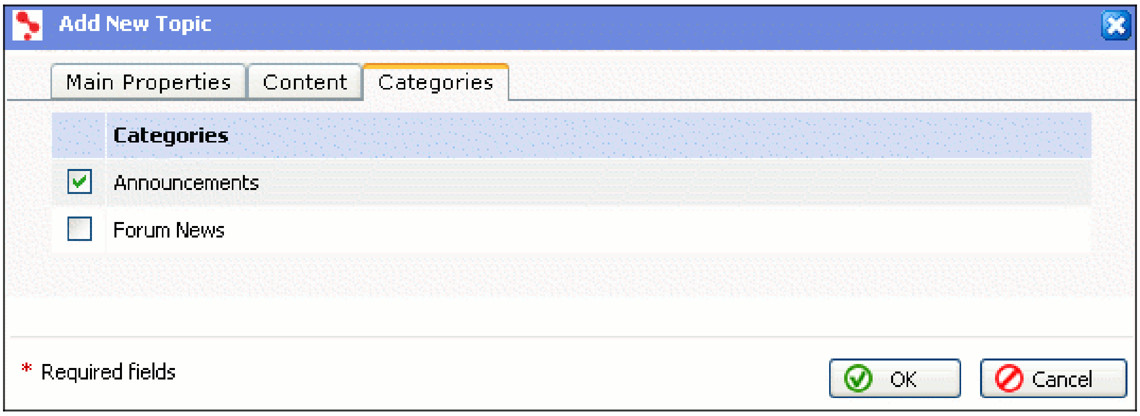

Figure 77: Referring a Topic to a Category

6 Click **OK**.

Editing Topic

➢ ***To edit a topic:***

1 On the **Forum** page, click the **Content** tab.

2 Click the **Edit** icon beside the topic you want to edit.

3 Edit the topic content as desired.

4 Click **OK**.

Removing Topic

➢ ***To remove a topic:***

1 On the **Forum** page, click the **Content** tab.

2 Select the topic you want to remove.

3 Click **Remove Selected**.

Managing Replies to Topics

After some topics were added to your forum, you and your site visitors can add replies to those topics. You can edit and manage both your and your site visitors' replies. The procedures of managing replies to topics are described in the current section.

Note: To prevent automated computer generated spam messages, anonymous users will be required to enter a confirmation code to be able to post in your forum.

In this section:

Adding Reply

➢ ***To add a reply:***

1 On the **Forum** page, go to the **Content** tab.

2 Click the subject of the topic to which you want to post a reply.

3 Click **Add New Reply**.

4 Enter a reply text.

5 Click **OK**.

To return to the list of topics, click **Back to Topics**.

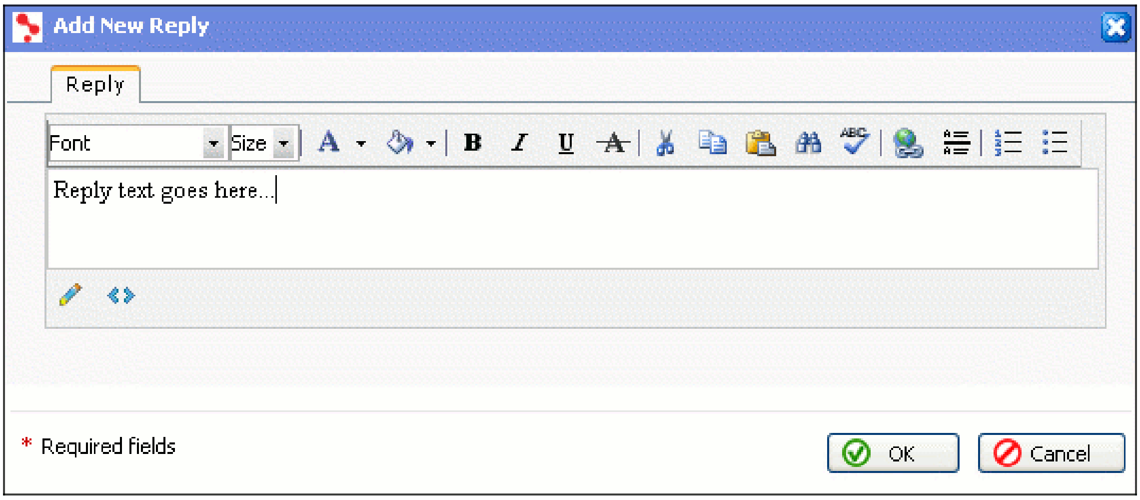

Figure 78: Adding a Reply to a Forum Topic

Editing Reply

➢ ***To edit a reply:***

1 On the **Forum** page, go to the **Content** tab.

2 Click **View/Edit Replies** against the respective topic.

The number of replies is shown in brackets.

3 Click the **Edit** icon beside the reply you want to edit.

4 Edit the reply text as desired.

5 Click **OK**.

To return to the list of topics, click **Back to Topics**.

Removing Reply

➢ ***To edit a reply:***

1 On the **Forum** page, go to the **Content** tab.

2 Click **View/Edit Replies** beside the corresponding topic.

3 Select a reply and click **Remove Selected**.

Managing Categories of Forum Topics

You can sort the topics in your forum by subjects they discuss. These subjects are called categories. The procedures of adding and managing categories are described in the current section.

In this section:

Adding Category

➢ ***To add a category:***

1 On the **Forum** page, click the **Categories** tab.

2 Click **Add New Category**.

3 Enter a name of the new category in the **Name** field.

4 If you want to provide a short description of the category, click the **Description** tab and enter a text of your choice.

5 Click **OK**.

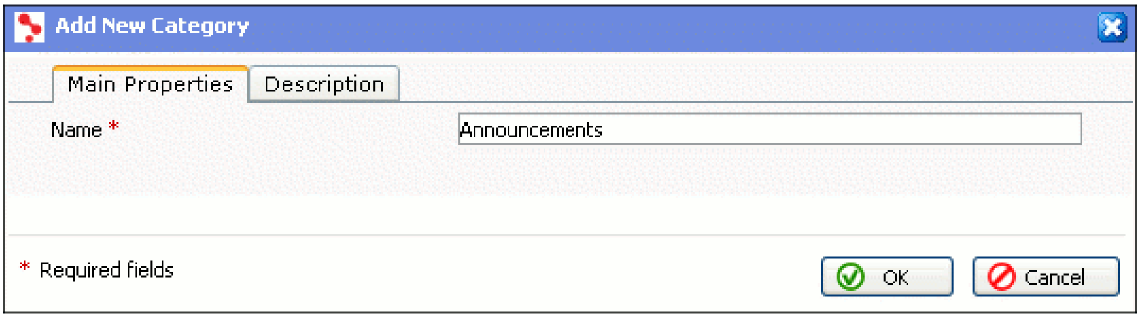

Figure 79: Creating a Category for Forum Topics

Editing Category

➢ ***To edit a category:***

1 On the **Forum** page, click the **Categories** tab.

2 Click the **Edit** icon beside the category you want to edit.

3 Edit the category parameters as desired.

4 Click **OK**.

Removing Category

➢ ***To remove a category:***

1 On the **Forum** page, click the **Categories** tab.

2 Select the forum category you want to remove.

3 Click **Remove Selected**.

Setting Up Forum Appearance

➢ ***To set up the appearance of your forum:***

1 On the **Forum** page, click the **Settings** tab.

2 Specify the maximum number of categories to be displayed on one page.

3 Specify the maximum number of topics to be displayed on one page.

4 Specify the maximum number of replies to be displayed on one page.

5 Specify the maximum number of search results to be displayed on one page.

To preview your forum appearance, click **Preview** at the bottom of the Sitebuilder window and go to the forum page of your web site.

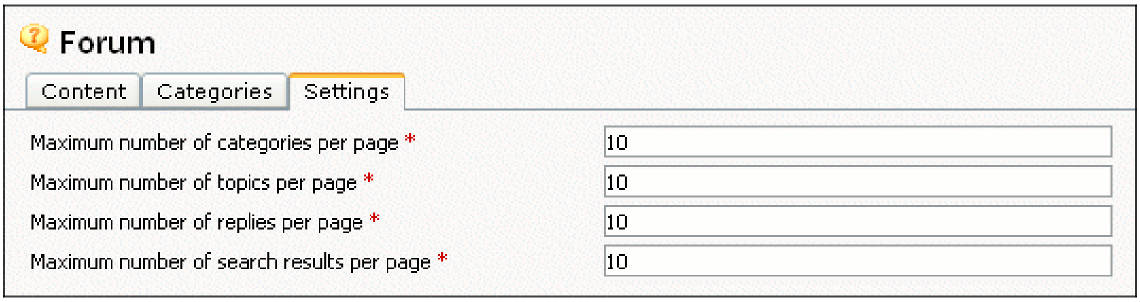

Figure 80: Setting Up Forum Appearance

Providing Registration for Your Site Visitors

You can set up voluntary user registration on your web site. This function has nothing to do with restricted access. Logged in users do not have to enter their name, address, and other data each time they fill a form on the site - this data is automatically inserted into the appropriate text fields of the form (for example, when posting to blog or buying in e-shop).

Note: To prevent automated registration, users will be required to enter a confirmation code to be able to register on your site.

➢ ***To set up registration on your site:***

1 Go to the **Pages** step.

2 Select **Registration** in the **Special pages** box.

3 Click >.

4 Go to the **Edit** step.

5 Select the **Registration** page in the **Site map**.

6 To enable or disable registration, select or clear the corresponding check box in the **Registration** section.

Note: If you disable registration and do not remove the registration page from your site structure, your site visitors will still be able to access this page, but will not be able to log in using their existing account.

7 To allow registered visitors to recover their forgotten passwords, select the **Enable** check box in the **Password recovery** section.

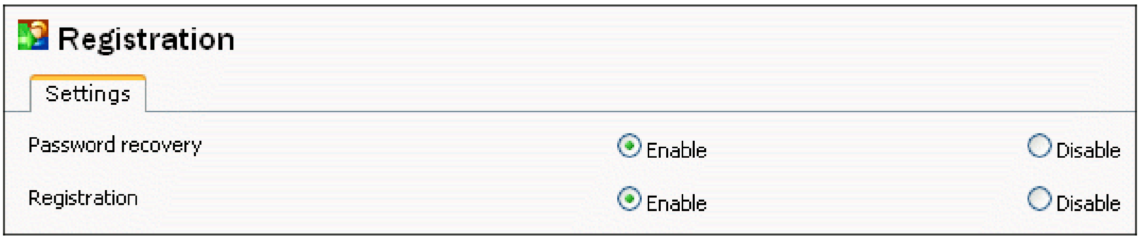

Figure 81: Providing Registration for Your Site Visitors

When a site visitor accesses the registration page, they are prompted to register or log in using their existing account.

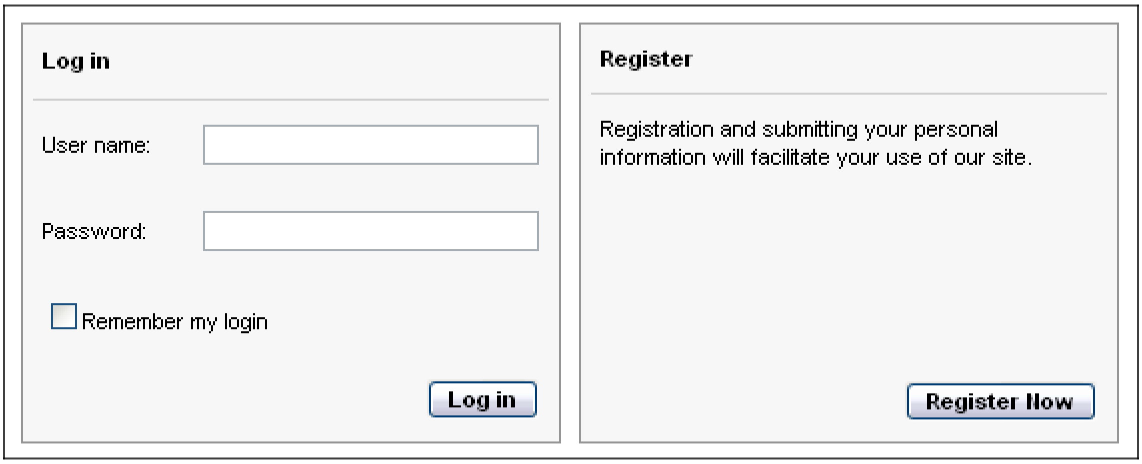

Figure 82: Registration Page

In this section:

Managing Registered Site Visitors

After your site is published, you can manage your registered site users through the Sitebuilder Administrator Panel.

➢ ***To proceed to managing registered site visitors:***

1 Proceed to your Administrator Panel by clicking **Go to Admin Panel** at the top of the screen.
2 On the navigation pane, click **Sites**.
3 Click your site in the list of sites.
4 Click **Site Users**.

In this section:

Adding Site Visitor Account

If you want to provide visitors of a site with ready accounts, you can register them in your Administrator Panel and then give the site visitors their credentials for authenticating on the site.

➢ ***To add a site visitor account:***

1. On the **Site Users** screen, click **Add New Account**.
2. Specify the contact and login information.
3. If necessary, in the **Home page URL** field, specify the URL to the site visitor's home page. This URL will be automatically inserted to the messages posted by this site visitor to the guestbook.
4. Click **OK**.

Changing Site Visitor Account Information

You may need to modify site visitor accounts if, for example, a site visitor forgets his or her password or specifies wrong e-mail.

➢ ***To modify a site visitor account:***

1. On the **Site Users** screen, click the name of the site visitor whose account you want to modify.
2. Make necessary changes.
3. Click **OK**.

Suspending and Unsuspending Site Visitor Account

By default, all created site visitor accounts are active. If an account is active, the site visitor can access this site by entering their login and password. If, due to some reasons, you want to prohibit a site visitor from accessing a site, you can suspend their account.

➢ ***To suspend a site visitor account:***

1 On the **Site Users** screen, select the site visitor account you want to suspend.

2 Click **Deactivate**.

Suspended site visitor accounts are indicated with the sign.

➢ ***To unsuspend a site visitor account:***

1 On the **Site Users** screen, select the site visitor account you want to unsuspend.

2 Click **Activate**.

Unsuspended site visitor accounts are indicated with the sign.

Adding Maps

You can add maps to your site, thus displaying any location that may be of interest to your site visitors.

To add geographical maps to your site, you can either use the free-of-charge Google Maps service, or purchase the Microsoft MapPoint Web Service from Microsoft, Inc.

In this section:

Configuring Google Maps API Service

The Google Maps API service lets you embed Google Maps in your own web pages. You can add overlays to the map (including markers and polylines) and display shadowed "info windows" just like Google Maps. The Google Maps API service is provided free of charge.

The Google Maps API service supports the following browsers:

- Internet Explorer 6.0 and later
- Firefox 0.8 and later
- Safari 1.2.4 and later
- Netscape 7.1 and later
- Mozilla 1.4 and later

➢ ***To insert a Google map into a page:***

1 Go to the **Edit** step.

2 In the **Modules** area, click the **Area Map** module icon and keeping the left mouse button pressed drag the icon to the page.

3 Click **Select Provider**.

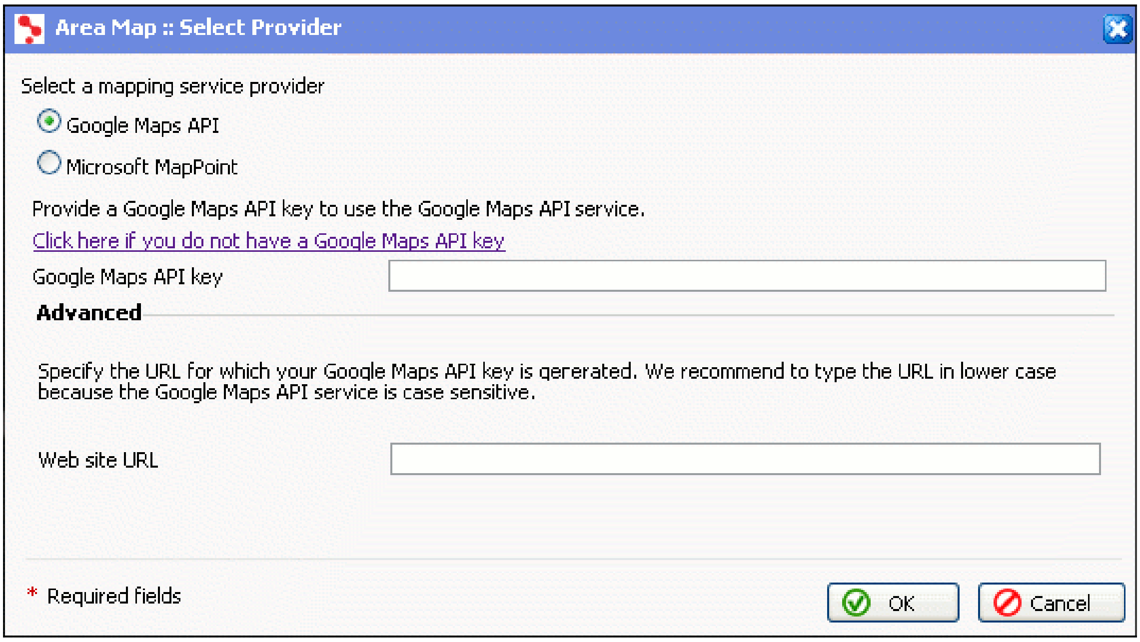

Figure 83: Selecting Google Maps as a Mapping Service Provider

4 Select **Google Maps API**.

5 Enter your registration key in the **Google Maps API key** box and click **OK**.

Note: If you get an error message saying that the key you have specified was generated for another URL, enter your web site URL in the **Web site URL** field to fix the problem.

If you haven't registered this service with Google yet, click the provided link to go to the Google Web site and complete the free sign up procedure as described. When registering a Google Maps API key, be sure to specify the correct URL of your site.

6 Click **Choose Location**.

7 Specify the location you want to show on your map and:

- Click **Search Worldwide** to search the whole map.

or

- Click **Search Current Map Area** to search only within the currently displayed map fragment.

If there are several locations satisfying your search criterion, all of them are displayed on the map and are also listed in a small window below the search field (each is indexed with a letter). To switch between the found locations, click on required placemarks on the map or in the list. To remove the list of search results, click **Clear results**.

If for some reason Google does not find the required location, or if you want to specify your own location, use the arrows and scaling functions to manually navigate to the required geographical point.

8 To save a found placemark, click on it, click **Save**, edit the placemark title and the address of the location as desired and click **Save**.

You can also add custom placemarks - just click in a desired spot on the map, specify a title for the placemark and the address of the location in the **Title** and **Address** fields and click **Save**.

9 Click **OK**.

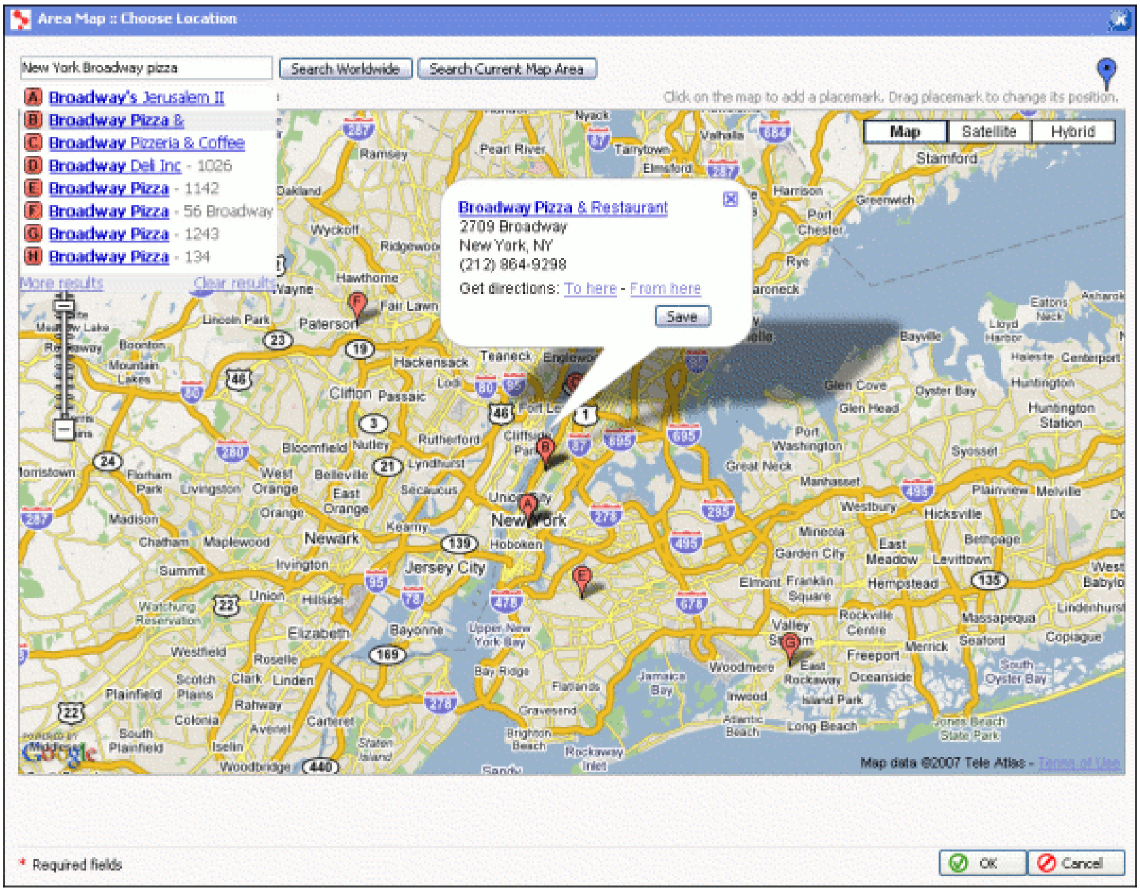

Figure 84: Saving a Placemark on Your Map

On a site page, the specified locations are marked with a red icon. Your site visitors will be able to get driving directions to your locations by clicking on a placemark, specifying a departure point, and clicking **Get driving directions**.

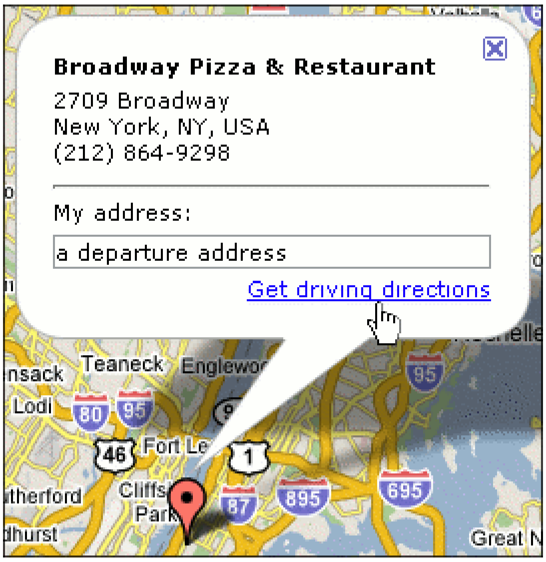

Figure 85: Getting Driving Directions to Your Location by Your Site Visitors

For full information on configuring driving directions and other Google Maps features, refer to **Google Maps API FAQ** (http://code.google.com/support/bin/topic.py?topic=10028).

Configuring Microsoft MapPoint Web Service

In order to use the Microsoft MapPoint Web Service on your pages, you first need to purchase this service from Microsoft, Inc.

You can choose one of licensing options provided by Microsoft, Inc.:

- Purchase MapPoint Web Service through a direct agreement with Microsoft. If you choose this method, you purchase one license per each **Area Map** module, added to your sites.
- Purchase MapPoint Web Service through Microsoft Volume Licensing. If you choose this method, you purchase one license for all **Area Map** modules, added to all your sites.

➢ ***To embed a Microsoft MapPoint Web Service map into your web page:***

1 Go to the **Edit** step.

2 In the **Modules** area, click the **Area Map** module icon and keeping the left mouse button pressed drag the icon to the page.

3 Click **Select Provider**.

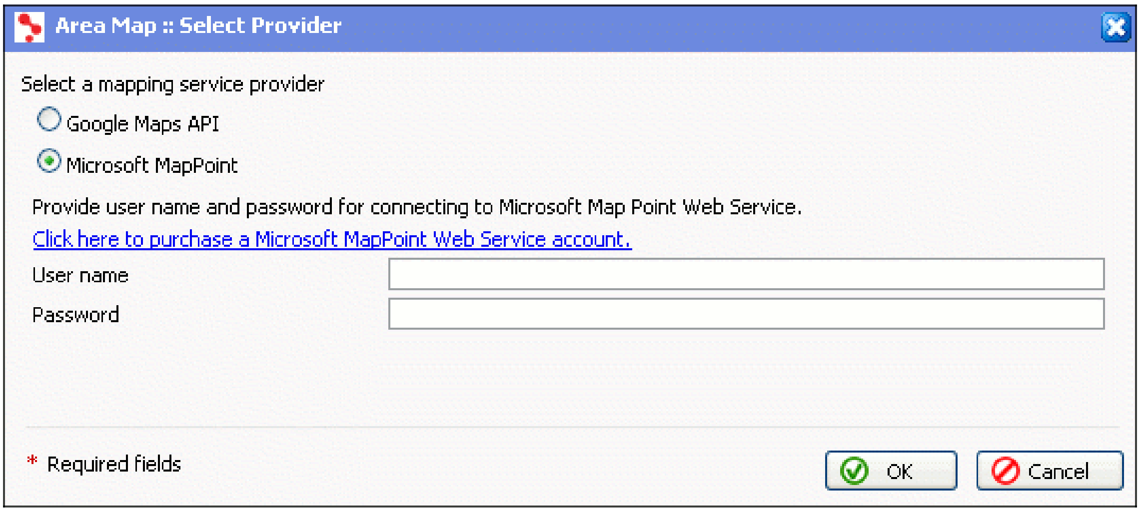

Figure 86: Selecting Microsoft MapPoint as a Mapping Service Provider

4 Select **Microsoft MapPoint**.

5 Enter your Microsoft MapPoint Service credentials in the **User name** and **Password** fields and click **OK**.

If you have not yet purchased a Microsoft MapPoint Service license, click the provided link to go to the Microsoft MapPoint Service page and follow the instructions on purchasing the Microsoft MapPoint Service.

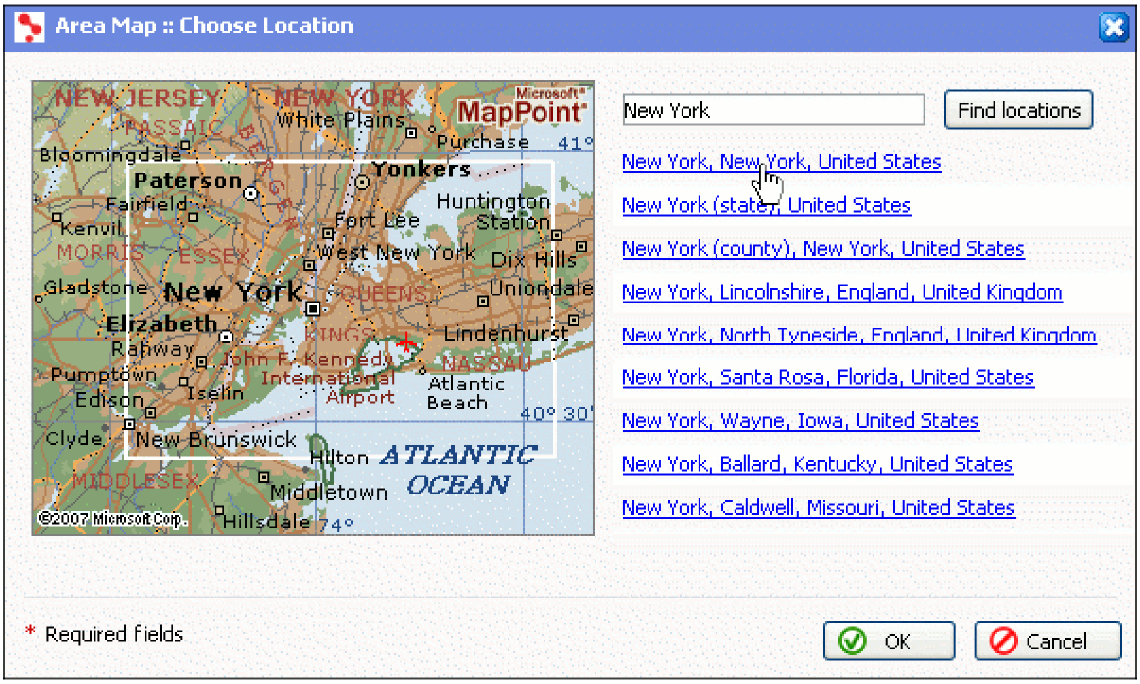

Figure 87: Specifying a Geographical Location to be Shown on the Map (MS MapPoint)

6 Enter the name of the location you want to show in the **Find Locations** field.
7 Click **Find Locations.**
8 From the list of results, select the location to be displayed on your web page.
9 Click **OK**.

Adding Feedback Form

Online feedback forms enable you to gather information about your site visitors.

➢ ***To set up a feedback form on your site:***

1 Go to the **Edit** step.

2 In the **Modules** area, click the **Feedback** module icon and keeping the left mouse button pressed drag the icon to the page.

3 To set up the general properties of your feedback form, click **Properties** and:

- In the **Title** field, enter a name for the feedback form.
- In the **E-mail** field, enter the e-mail address the filled in feedback forms will be sent to.
- In the **Subject** field, enter the subject of the feedback e-mail message.

4 Click **OK**.

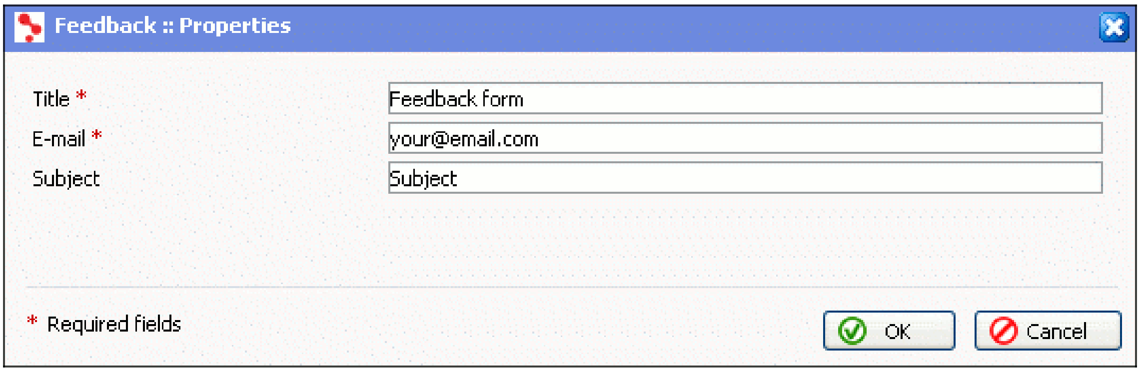

Figure 88: Configuring General Feedback Form Properties

5 To arrange the list of fields in your feedback form, click **Add/Edit Fields**.

By default, the **Feedback** module contains a number of fields commonly used in feedback forms. You can adjust the existing fields, as well as add new ones.

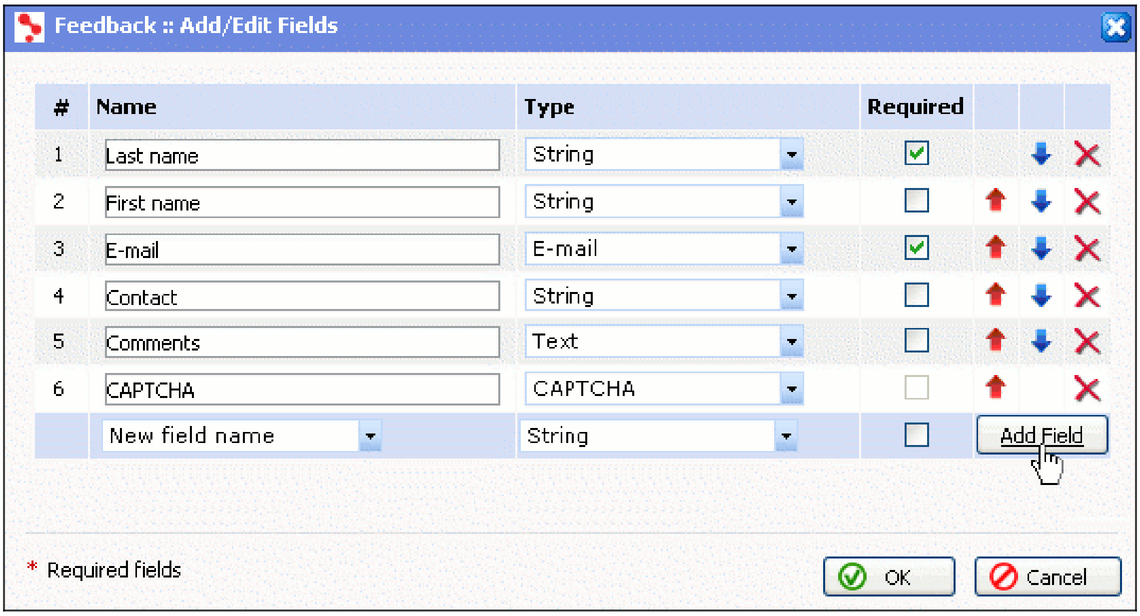

Figure 89: Managing Feedback Form Fields

6 To add a new field, click **Add Field**.

7 From the **Name** box, select a name for the field or specify a custom name.

8 From the **Type** field, select the type of data that can be entered in current field. The supported field types are:

- **String** - allows specifying any arbitrary text string (maximum 255 symbols). It can include national characters, punctuation marks, and spaces, but cannot include line breaks.
- **Text** - same as string, but with line breaks allowed (maximum 255 symbols).
- **E-mail** - allows inputting e-mail addresses only.
- **Double** - allows entering a floating point number, with a point or a comma as a decimal point.
- **Integer** - allows entering an integer number (positive, negative, or zero).
- **Currency** - allows entering a floating point number.
- **Date** - allows entering a date in format MM/DD/YYYY, with a slash ("/") as a separator.
- **Phone** - allows entering an international phone number. May contain numbers, spaces, parentheses, "+" and "-" symbols.
- **Password** - allows entering any arbitrary text string.
- **CAPTCHA** - allows entering Latin characters and digits.

9 To make a field required for filling in, select the **Required** check box beside the corresponding field.

10 Set the order of fields in the feedback form by clicking or beside the fields you need to move.

11 To remove a field, select the field you want to remove and click .

12 Click **OK**.

13 To specify the text to be displayed to the site visitors after they submit the feedback form, click **Response Text** and provide your text.

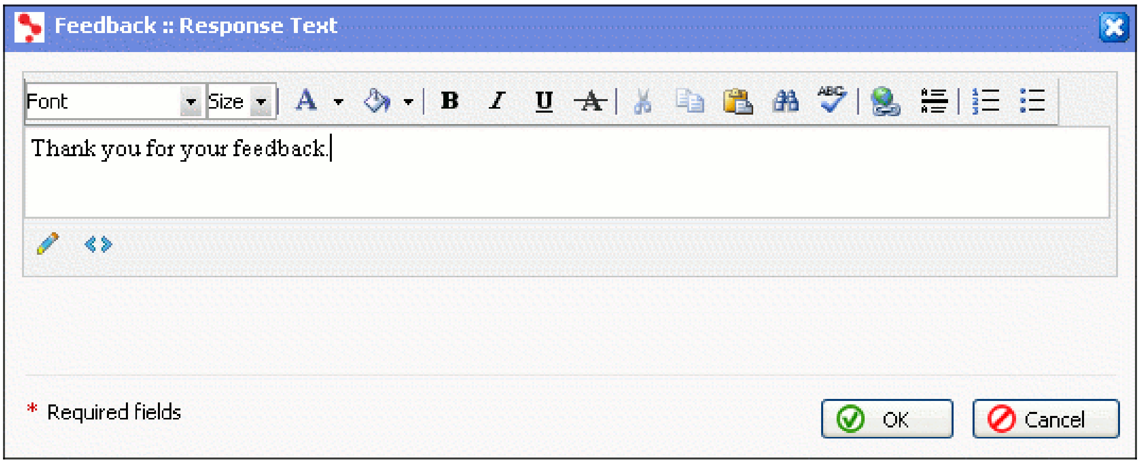

Figure 90: Specifying Text to be Displayed to Site Visitors after They Submit the Feedback Form

14 Click **OK**.

Adding Online Status Indicator

Online Status Indicator module allows you to place an icon showing your ICQ or Skype status on your site.

➢ ***To add an online status indicator to your site:***

1 Go to the **Edit** step.

2 In the **Modules** area, click the **Online Status Indicator** module icon and keeping the left mouse button pressed drag the icon to the page.

3 Click **Configure** on the title bar of the module window.

4 Select your instant messenger provider: **ICQ** or **Skype**.

5 If you select **ICQ**:

- Specify your ICQ UIN.
- Select the type of icon to be displayed for your ICQ status.

  The result of your choice is shown in the **Preview** area.
- Click **OK**.

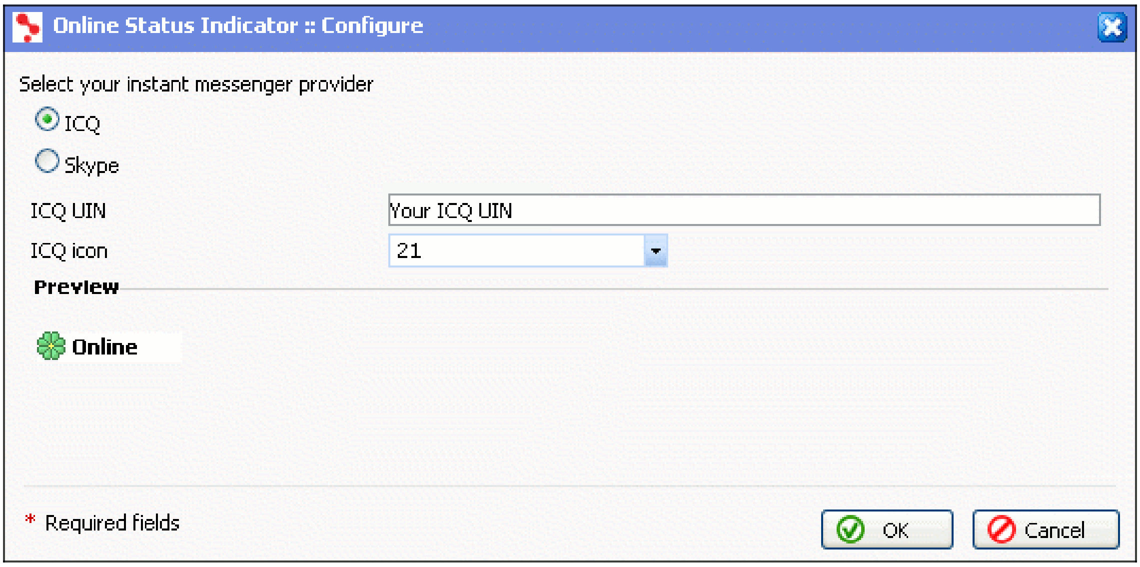

Figure 91: Setting Up Online Status Indicator for Your ICQ Account

6 If you select **Skype**:

- Specify your Skype name.
- Select an icon to be displayed for your Skype status.

  The result of your choice is shown in the **Preview** area.
- If you want site visitors to be able to call you on Skype directly by clicking the status indicator icon, select the **Start Skype call upon clicking the icon** check box.
- Click **OK**.

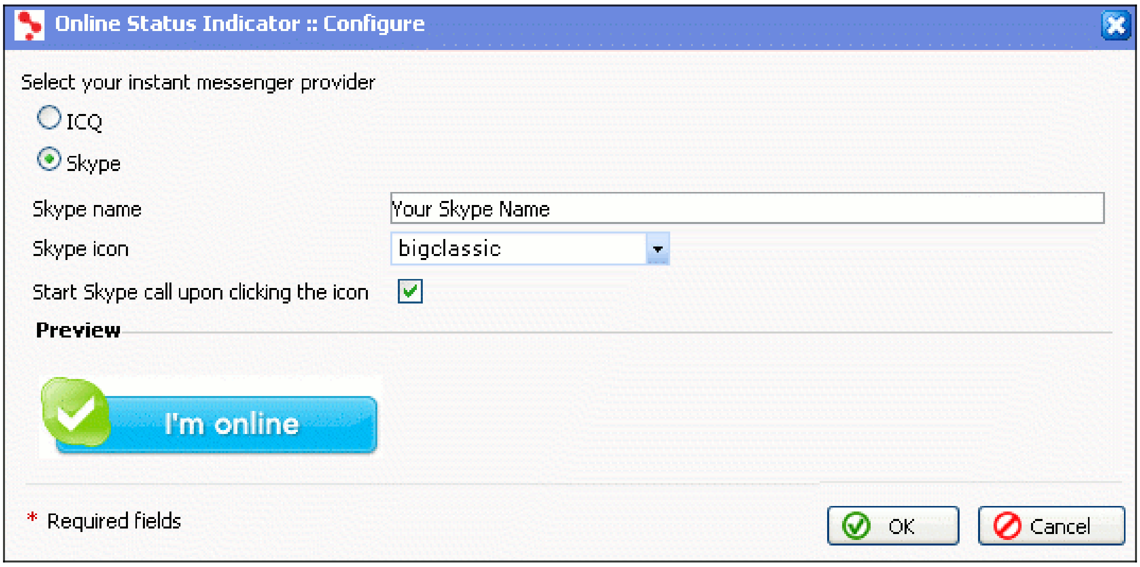

Figure 92: Setting Up Online Status Indicator for Your Skype Account

Adding RSS News Feeds

RSS, which stands for Really Simple Syndication, allows you to automatically load favorite news and information on you site from RSS news feeds (also called "channels"). Many well-known news communities and corporate sites offer news headlines and article summaries in the form of news channels. RSS readers retrieve the recent content from the RSS news feeds and display it on your site. A visitor can preview the recent news content from your site and will be redirected to the news page if they want to read the full story. The news from RSS channels are updated automatically and do not require any interaction from your part.

➢ ***To add RSS news feeds to your site:***

1 Go to the **Edit** step.

2 In the **Modules** area, click the **RSS Reader** module icon and keeping the left mouse button pressed drag the icon to the page.

3 Click **Choose Channel** on the title bar of the **RSS Reader** module.

4 Select a channel to import the news from.

5 To specify a custom channel, click **Custom channel** and enter the channel URL in the field below.

6 Click **OK**.

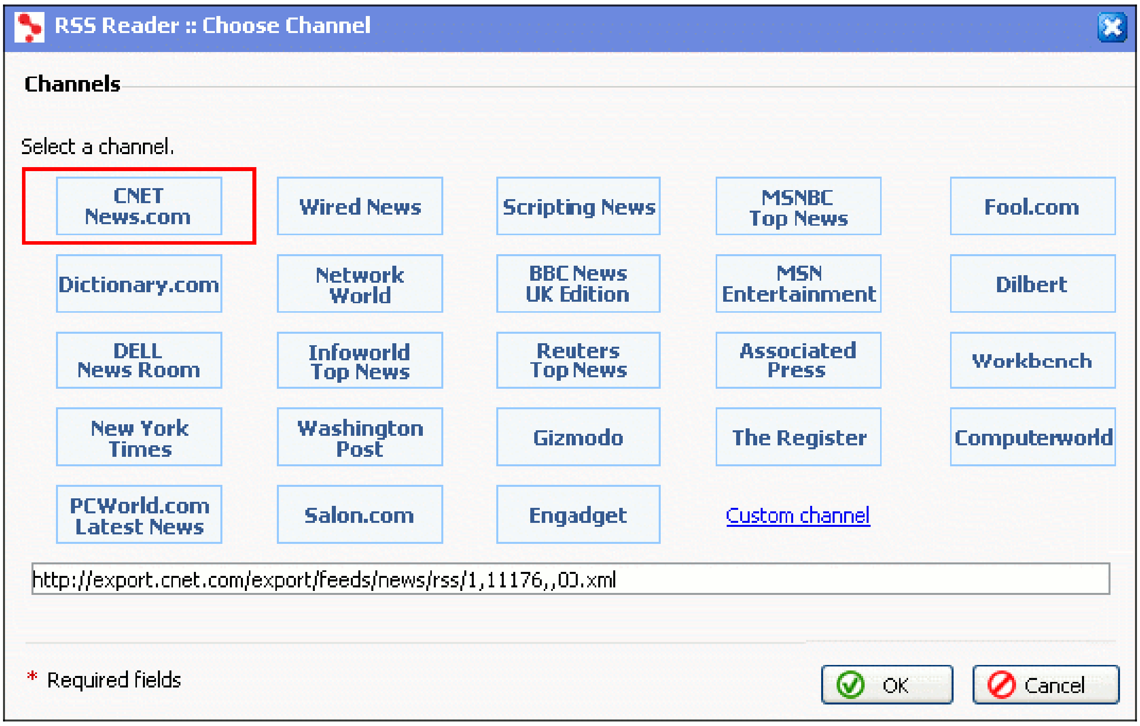

Figure 93: Adding RSS News Feeds

Inserting Scripts to Your Web Pages

Using the **Script** module you can insert ready code snippets in your web pages. You can use this module to:

- Add functional elements to your site pages, in addition to the existing Sitebuilder modules. With the help of such elements you can
  - Display time and date
  - Display pop-up messages
  - Set up automatic forwarding to other web pages
  - Set up a variety of visual effects: change of background color, text effects on mouse hover, and more
  - Participate in banner networks
  - Place interactive elements on the page: games (for example, "Miner"), calculator, entertainment tests

  - and much more

Sitebuilder allows you to add any code written in any scripting or other language into the Script module: HTML, DHTML, XML, PHP, Perl/CGI, JavaScript, Java applets, and many more. You can find all kinds of third party scripts on popular webmasters' resources available on the Internet.

The scripts will work correctly in case the publishing server is configured accordingly: study the Readme file for the script you wish to add to find out what is required to be installed on the publishing server in order for the script to work properly. Note that to preview a script, its requirements must be met by the server where Sitebuilder is installed (contact your Sitebuilder service provider on that matter).

Note: PHP scripts will work only if the site is published as static HTML pages and the IIS web server is configured in such a way that HTML pages are treated as PHP.

➢ ***To insert a piece of code to your site:***

1. Go to the **Edit** step.
2. In the **Modules** area, click the **Script** module icon and keeping the left mouse button pressed drag the icon to the page.
3. Click **Change Script Source** and replace the default text with the code of your script.
4. Click **OK**.

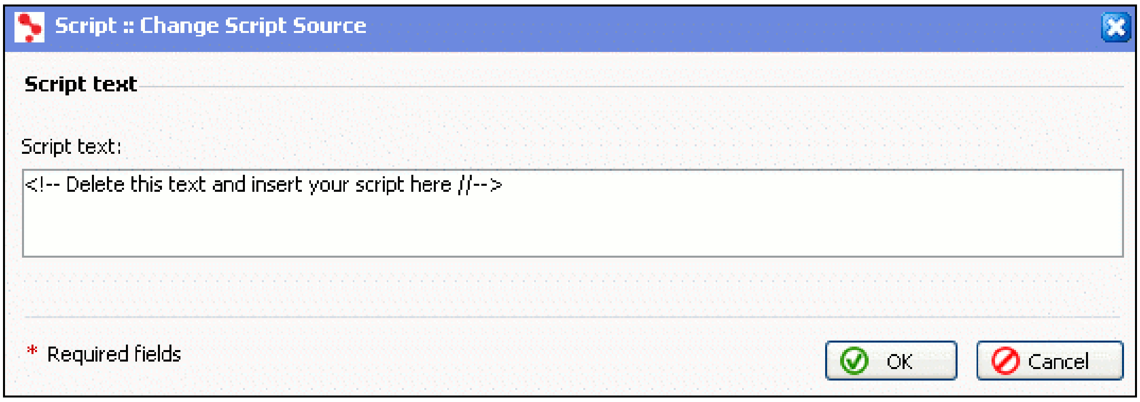

Figure 94: Inserting Scripts to Your Web Pages

Conducting Polls and Online Surveys

Online polls and surveys enable you to receive valuable feedback from your site visitors. You can collect votes on different questions and display the results as dynamic graphical charts directly on the page. The Sitebuilder voting module tracks visitor uniqueness based on the single session principle, that is a visitor cannot vote several times in this poll within the same session.

➢ ***To set up voting on your site:***

1 Go to the **Edit** step.

2 In the **Modules** area, click the **Voting** module icon and keeping the left mouse button pressed drag the icon to the page.

3 To provide the question of your survey, click **Change Question** and type your question.

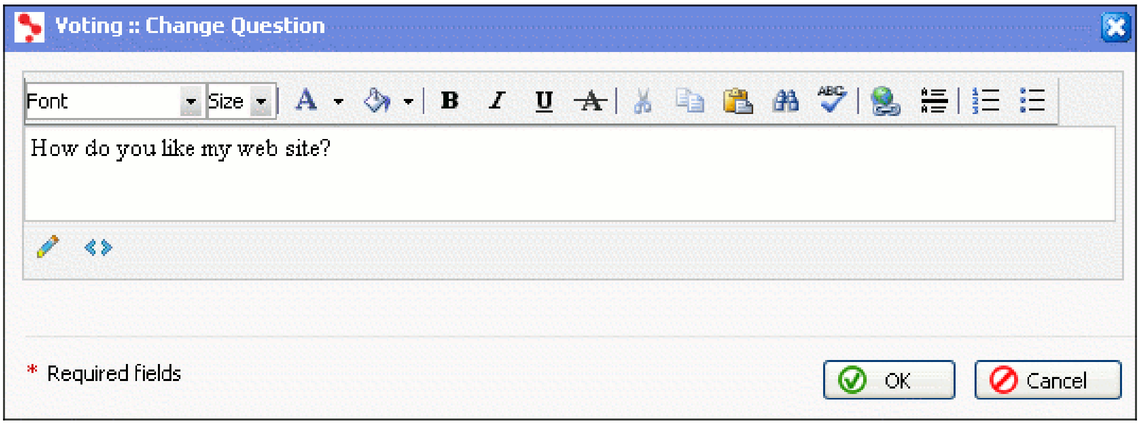

Figure 95: Specifying a Question for Your Poll

4 To arrange the list of available answers, click **Change Answers**.

The **Voting** module must contain at least two answers. By default, the module contains two dummy answers, which you can edit as desired.

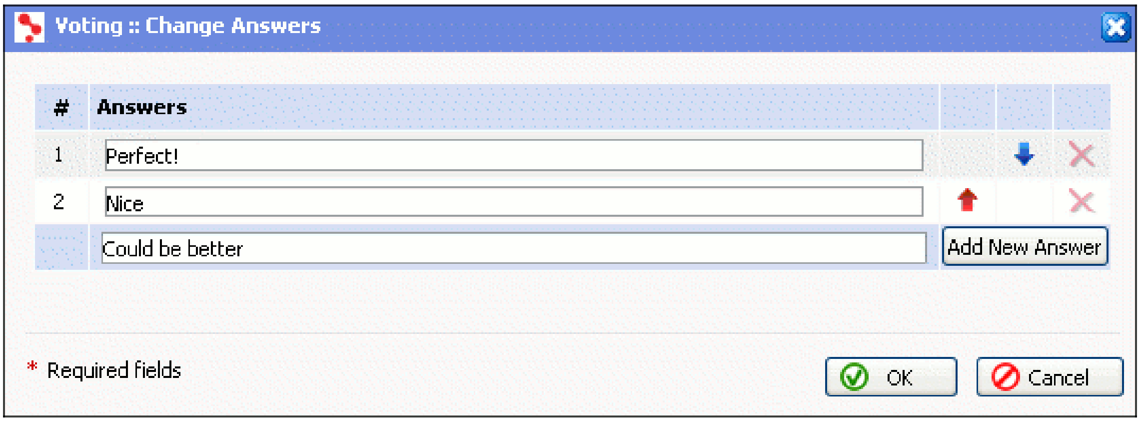

Figure 96: Specifying Answers to Your Poll Question

5 To add an answer, click **Add New Answer**.

6 Enter an answer variant in the newly appeared field.

7 To change the order of answers in the voting form, use ↑ and ↓ arrows.

8 To delete an answer, select an answer and click ✕.

9 Click **OK**.

CHAPTER 6

Publishing Site

Publishing your site as an anonymous user

If you do not have a Sitebuilder account and work with the program in demo mode, the site you create is temporary and cannot be published on the Internet until you register in Sitebuilder and buy hosting. After you click **Publish**, you will be provided with the information about your site and with the instructions about how you can publish it. To keep this information, you can send it to your e-mail. The e-mail will include the following information:

- The life-time of your trial site, i.e. the period of time it will be stored on the Sitebuilder server.
- The site preview link. The link to your site as it is displayed to the visitors. You may send this link to your friends, for example.
- The link to your temporary site in editable mode. This link opens your site in Sitebuilder Wizard. You will need this link, if you decide to register in Sitebuilder and upgrade your temporary site to a regular site.
- Any supplementary information considered to be important by the Sitebuilder administrator, for example, instructions on how you can get an account in Sitebuilder and buy hosting.

If you wish to send this information to your e-mail address, enter the address in the field at the bottom of the page and click **Send**.

To open the trial site, click **Visit Site**. The site is available during its life-time period, which is determined by your Sitebuilder administrator.

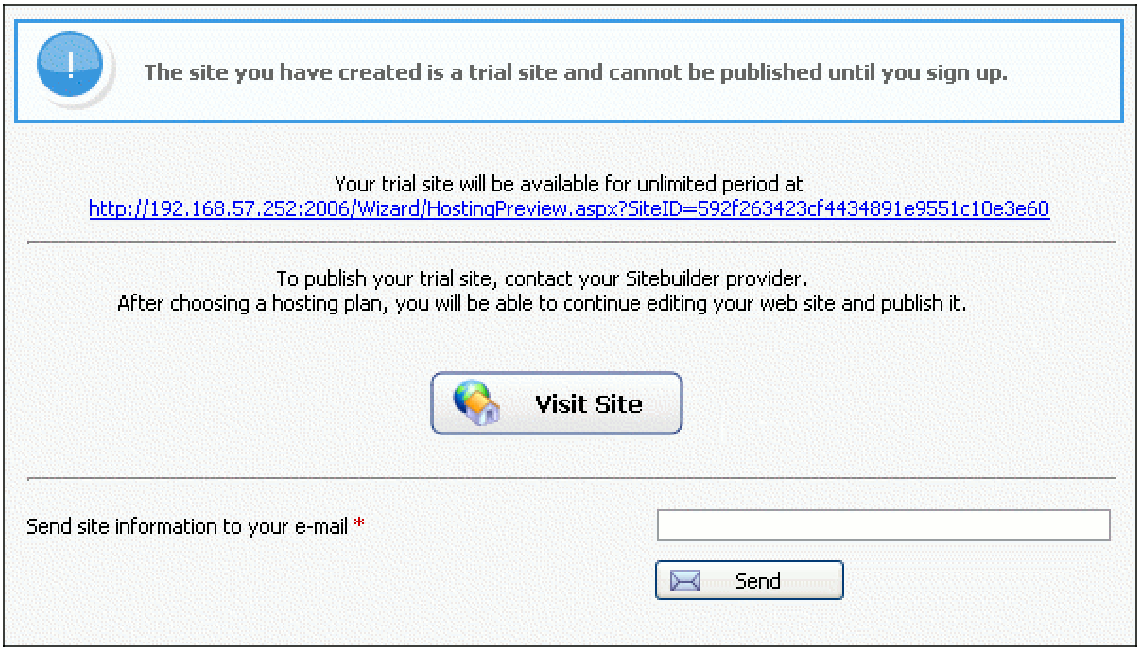

Figure 97: Publish Step Look for Anonymous Users

Publishing your site as a regular Sitebuilder user

If you are a registered Sitebuilder user, follow the guideline below to publish your site.

➢ ***To publish your site:***

1 Go to the **Publish** step.

2 If your Sitebuilder administrator has already specified the publishing settings for your site (or you have done it yourself in your Administrator Panel), then just click **Publish** and publication begins. If publishing settings are not specified, perform steps 3-8.

3 Click **Edit publishing settings**.

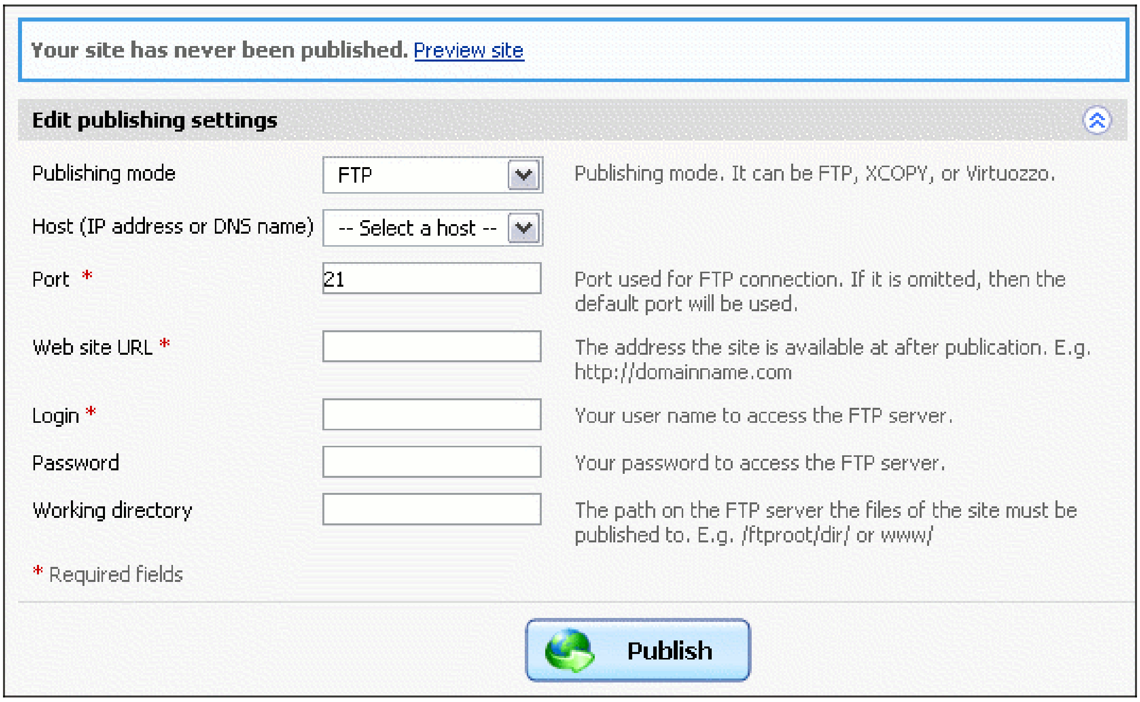

Figure 98: Specifying Site Publishing Settings

Sitebuilder administrator can prohibit users from editing publishing settings. In that case publishing settings will be displayed to you in read-only mode.

4 Select a publishing mode (the list of available publishing modes is configured by your Sitebuilder provider):

- **FTP** - publishing site to an FTP server.
- **Virtuozzo** - publishing site to a Virtuozzo virtual environment.
- **XCopy** - publishing site using the XCOPY technology.

5 If you select **FTP** publishing mode, provide the following parameters:

- **Host** is the IP address or domain name of the FTP server.
  - If the maximum number of hosts allowed by your plan is limited, select a host from the list. This list consists of hosts included in your service plan.

  - If the number of hosts allowed by your plan is unlimited, you can specify any FTP server you have at your disposal (make sure that the server meets the **requirements** (see page 161)).
- **Port** is the port for connecting to the specified FTP server.
- **Web site URL** is the address the site will be available at after publication.
- **Working directory** is the path on the FTP server to the folder where the site files will be stored after publication.
- If the FTP server is password protected, specify the access credentials in the **Login** and **Password** fields.

6 If you select **XCOPY** publication mode, provide the following parameters:

- **Host** is an IP address, domain name, or machine name of the publishing server.
- **Web site URL** is the address the site will be available at after publication.
- **Working directory** is a name of the share on the server and the path to the files of your site. Do not include the name of the server into this path. For example, `Sitebuilder\Site1`

7 If you select **Virtuozzo** publication mode, provide the following parameters:

- **SVE** is the IP address or domain name of the service virtual environment.
- **Port** is the port for connecting to the service virtual environment.
- **VE identifier** is the digital identifier of the virtual environment on the hardware node.
- **Web site URL** is the address the site will be available at after publication.
- **Working directory** is the absolute path within the virtual environment to the folder where the site files will be stored after publication.
- In the **Login** and **Password** fields, specify the credentials for accessing the SVE.

8 Click **Publish**. The progress bar displaying the status of publication appears.

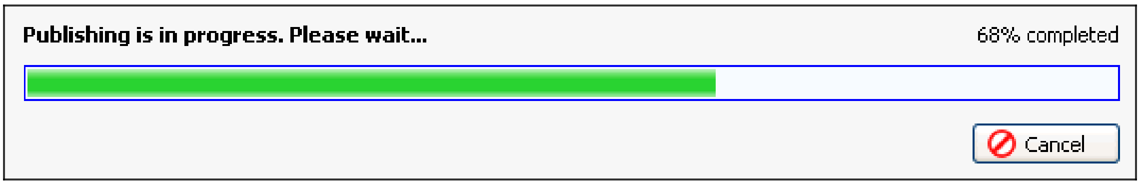

Figure 99: Publication Progress Indicator

After successful publishing, your site immediately goes live, and its full functionality is available to visitors. You can proceed to your site by clicking **Visit Site**.

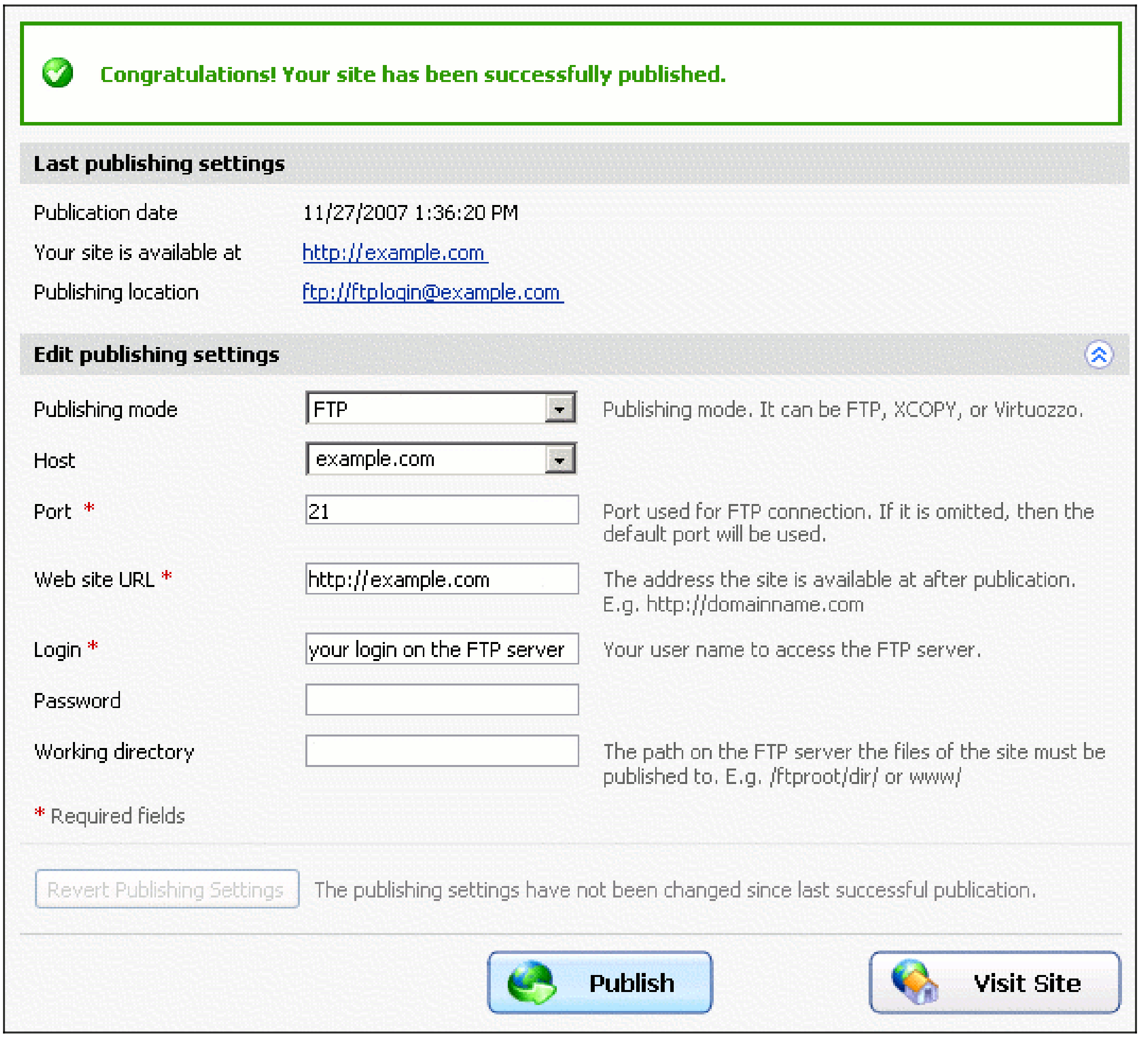

Figure 100: Successful Publication Notification

If next time you come to publish your site, you'll find that the publishing settings have been changed since the last publication, you can revert them to their previous state. To do so, click **Revert Publishing Settings** at the bottom of the form with the publishing setting.

In this chapter:

Requirements to Publishing Location

For the published sites to work correctly, publishing server must meet the following requirements:

- ASP.NET 2.0.50727 or later is installed on the publishing server.

  For detailed information about configuring ASP.NET 2.0, refer to the **ASP.NET 2.0 Deployment Guide** (http://www.microsoft.com/downloads/details.aspx?familyid=9E33EA25-666C-47FA-AC52-8D04785C4BD2&displaylang=en).
- The working directory is mapped on the IIS server as web application.
- For the ASP.NET ISAPI to be executed, the working directory must have the `Scripting` permission enabled (working directory menu > **Execute Permissions** > **Scripts Only**).
- Application pool to which the working directory is assigned does not contain ASP.NET 1.1 applications.
- ASP.NET account has the following permissions:
  - If the `App_Data` folder does not exist, *read/write/delete* permission for the root folder is required.
  - If the `App_Data` folder exists, then *read/write/delete* permission for the `App_Data` folder and *read* permission for the root folder are required.

  Note: 1. If you use IIS 5.0, the above permissions should be given to the identity specified in `/configuration/system.web/deployment/processModel/@userName` of the `%WINDIR%\Microsoft.NET\Framework\v2.0.50727\CONFIG\machine.config` file.

  2. If you use IIS 6.0, the above permissions should be given to the application pool identity specified in IIS settings (**Start**>**IIS Manager**>**Application Pools**>respective application pool> **Properties**>**Identity** tab).
- IIS application pool identity (*NETWORK SERVICE* by default) must have permission to create files and folders in the `%WINDIR%\temp` folder.
- The order in which the default documents (default.htm, default.aspx, and so on) will be used to respond the browser request is defined (working directory menu > **Properties** > **Documents** tab).
- Publishing server works in the *Medium Trust* mode at least. If a server works in the Medium Trust mode, it must be granted with `OleDbPermission` for accessing Microsoft Access database and with `WebPermission` for some of the modules to work correctly.
  - `OleDbPermission` is set in the `web_mediumtrust.config` file, stored on the publishing server. By default, this permission is disabled. To grant this permission, you should add the `OleDbPermission` class to the following sections of the `web_mediumtrust.config` file:
    - `SecurityClasses`

Example:

```
    <SecurityClass Name="OleDbPermission"
        Description="System.Data.OleDb.OleDbPermission,
System.Data, Version=2.0.0.0,
              Culture=neutral,
PublicKeyToken=b77a5c561934e089"/>
```

- `PermissionSet`

  Example:

```
    <IPermission class="OleDbPermission" version="1"
Unrestricted="true" />
```

- `WebPermission` is set in the `web_mediumtrust.config` file. To grant this permission, add the `WebPermission` class to the `PermissionSet` section of the `web_mediumtrust.config` file.

  Example:

```
    <IPermission class="WebPermission" version="1"
Unrestricted="true" />
```

Note: The server where Sitebuilder is installed must work in the *Full Trust* mode.

More detailed information about `OleDbPermission` you can find **here** (http://msdn2.microsoft.com/en-us/library/ms998341.aspx#paght000020_oledbpermission).

More detailed information about trust levels you can find **here** (http://msdn2.microsoft.com/en-us/library/wyts434y.aspx).

CHAPTER 7

Appendix. Most Common Google Base Attributes

Below you will find a list of some Google Base attributes you might find useful for indexing your online store product options.

Item type	Attribute	Description	Example
General	g:brand	The brand name of the product	*Dell*, *Sony*
Apparel	g:department	The store department that the product falls under	*men's*
	g:made_in	The location where the product was made	Format: ISO 3166 country code. *US*
	g:material	The material the product is made out of	*leather*
	g:size	The size of an item	*S*, *XXL*, *small*, *medium*
	g:style	The style of the product	*casual*
Shoes	g:heel_height	The height of the heel of the shoe	*1.5 inches*
	g:width	The width of a shoe	*wide*, *narrow*, *regular*
Books and music	g:author	The author of the information	*John Steinbeck*
	g:genre	The genre of the product	*Rock and Roll*
	g:artist	The artist or designer that created the work	*Michael Jackson*
Consumer products and electronics	g:functions	Functions and features of the product	*photo capacity*
	g:height	The height of a product	*36 inches*
	g:length	The length of a product	*36 inches*
	g:width	The width of a product	*36 inches*
	g:tech_spec_link	The URL of technical specifications of the product, if available. This should not forward to another URL; it must point directly to the target page. The domain name may not be an IP address.	http://www.example.com/product1techspec.html

	g:wireless_interface	Wireless interface that the cell phone uses	*Bluetooth*
	g:battery_life	The average life of the battery, if the computer is a laptop, in hours	Numbers only. *6*
	g:capacity	For electronic devices, the amount of memory included in a product. For appliances, the volume of space within the appliance	*256 MB*
	g:operating_system	The operating system a computer is running	*Linux*
	g:optical_drive	The type of optical drive included with a computer	*DVD-R*
	g:processor_speed	The processor speed for the computer	*1.67 GHz*
	g:screen_size	The diagonal screen size	*37 inches*
	g:weight	The weight of a product	*20 pounds*
	g:focus_type	The type of focus a camera has	*auto*, *manual*, *fix*
	g:megapixels	The resolution of a digital imaging device	*6 MP*
	g:zoom	The maximum amount a camera can zoom	*10x*
	g:display_type	The type of display on the television or monitor	*LCD*
	g:color_output	Information about whether or not the printer is a color printer	Acceptable values are: *false*, or *true*
	g:load_type	The type of loading for a washer	*top*, *front*, etc.
	g:platform	The platform the game is on	*Nintendo Wii*
Toys	g:age_range	The suggested age range for the toy	*10-14*
Vehicles	g:condition	The condition of the vehicle.	*new*, *used*, *refurbished*
	g:make	The vehicle manufacturer.	*Honda*
	g:mileage	The current mileage of the vehicle.	*17000*
	g:model	The vehicle model.	*Camry*
	g:price_type	The type of pricing for the vehicle.	Acceptable values are: *negotiable* or *starting*.
	g:title	The name or title of the vehicle.	*2003 Honda Civic LX*

	g:vehicle_type	The type of vehicle.	*car*, *motorcycle*, *scooter*
	g:vin	Vehicle Identification Number.	*1M8GDM9AXKP042788*
	g:year	The model year or year built.	*2003*

The full list of Google Base attributes sorted by category is available **here** (http://base.google.com/base/products.html), under the **Required Attributes** title.